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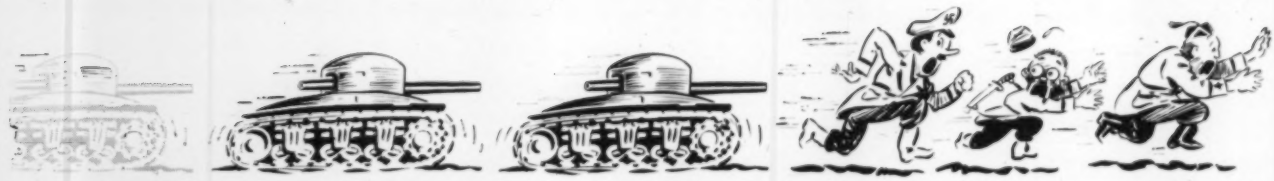

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Collected for Admission to ONE Broadcast of WLS National Barn Dance Broadcast from Bloomington, Illinois, June 27

BENITO, Hitler, Hirohito—all will hear plenty from the WLS National Barn Dance! For on the night of June 27, in Bloomington, Illinois, 7,500 people swarmed to see the broadcast . . . and each contributed 100 pounds of scrap metal or 50 pounds of rubber for his ticket.

The scrap material turned in by these loyal Midwest people for their tickets totaled 605,000 pounds of metal, 53,000 pounds of rubber. It is already on its way to mills to be made into tanks, guns and ships for our armed forces. But, in addition, they brought even another 420,000 pounds of metal and rubber, over and above that required to get their Barn Dance tickets. All proceeds from the sale of the scrap, $3,600, were donated by WLS-Prairie Farmer to the local McLean County U.S.O. fund.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 3 JULY 20, 194

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PS-ST! WANT TO BUY A BRAND NEW SWEEPER?

Buy KFAB, instead. "Clean up" in the big farm markets throughout Nebraska and her neighboring states. "Dust off" competition, by staging a "sweeping" campaign over the station that farm men and women *listen* to, and *like*. For A-1 priorities on the best times now available, better call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

A letter from one of the more than 400 stations which are changing *music costs* into *music profits* with the ASCAP Radio Program Service.

KMPC *The Station of the Stars ★ Beverly Hills, California*

G. A. RICHARDS, PRESIDENT • ROBERT REYNOLDS, GENERAL MANAGER • 9631 WILSHIRE BOULEVARD • BRADSHAW 2-4411

June 17th, 1942

Mr. Robert L. Murray
Radio Program Service,
ASCAP,
30 Rockefeller Plaza,
New York City.

Dear Mr. Murray:

I am very glad that you have seen fit to extend your Radio Program Service. We have made use of "You Shall Have Music" every Saturday morning from 11:30-12:00 N featuring Howard Rhines, our chief announcer. The show has become in these few weeks one of the bright spots of our week-end schedule.

The more of these well-written scripts that you can send out, the better presentation of your music will result. The trouble with most script services offered by transcription libraries is that they are sloppily constructed and work on the premise that listeners to local stations are either corny or mawkishly sentimental. Intelligent copy is a great need in radio, and independent stations, usually working with skeleton staffs, have not time to prepare much in the way of copy.

KMPC will welcome any extension of this service that you are planning. If you could produce a series of shows that could be used across the board with the same high quality writing you would be doing a definite service to hundreds of independent stations.

With best wishes for your success, I remain,

Cordially yours,

KMPC, THE STATION OF THE STARS,

William L. Forman

William L. Forman
Program Director.

wlf/em

SOUTHERN CALIFORNIA'S FASTEST GROWING STATION

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

CECIL H. HACKETT

MANAGING DIRECTOR, WINS, NEW YORK

4 years, College Preparatory
2 years, Manager of Bond Department, Gertler & Co.
3 years, Partner, Lord & Hackett, municipal bond dealers
1 year, Station WMCA
1½ years, Station WHN
Appointed Managing Director of Station WINS in August, 1940.

TO PARAPHRASE the old adage, some men are born successful, some achieve success, some have success thrust upon them. Judging by his record, all three of those things must have happened to Cecil Hackett. With only two and one-half years of radio experience behind him, "Cec"—a young man who is obviously going places—was appointed Manager of 1,000-watt Station WINS—which is also obviously going places, as evidenced by the fact that it is now constructing its 50,000-watt transmitter.

Speaking of men and organizations who have gone places and are still going, we wonder if you'll pardon a word about our own plans here at F&P? Well, first, we're not making any plans at all about the thickness of the carpet in our offices. What we do plan is to continue representing only such well-managed stations as we can sincerely recommend to all the good friends we have made in this business—to continue reinvesting our profits in this company, its personnel and its equipment, to the end that "Free & Peters Service" shall continue to be the standard for our industry.

Those are the plans with which we started in businesss ten years ago. They will continue to be the blueprint by which we are building our second decade, here in this group of pioneer radio-station representatives.

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BROADCASTING
and
Broadcast Advertising

Vol. 23, No. 3 WASHINGTON, D. C., JULY 20, 1942 $5.00 A YEAR—15c A COPY

Justice Department Drafts AFM Trust Suit

Public Indignant at Petrillo's Bans; National Music Strike Possible

IMPLORED by public and industry alike to check the rampages of James C. Petrillo, president of the American Federation of Musicians and dictator of the music realm, the Anti-Trust Division of the Dept. of Justice is considering anew anti-trust proceedings against the union and its irrepressible head.

Despite recent rebuffs in the Supreme Court in so-called "made work" labor cases, Assistant Attorney General Thurman Arnold is planning prompt legal intercession. The rising crescendo of complaints against Petrillo, stemming from his arbitrary and as yet unexplained procunciamento forbidding AFM's 140,000 members from making transcriptions or records for non-public performance, plus his summary edict compelling NBC to cancel the regular summer high school concerts from Interlochen, Mich., has made Dept. of Justice action practically imperative, according to informed sources.

For other AFM-music developments see pages 8, 9 and 55. Text of NAB statement on AFM, endorsed by Broadcasters Victory Council, on page 55.

Danger of Strike

Portents of a national musicians' strike against radio also are seen in Petrillo's actions. Jerking of remote dance bands from NBC, already ordered by the AFM czar as a result of a stalemated union dispute with KSTP, St. Paul, is viewed as the forerunner of a strike that will affect all radio if the courts do not step in. The industry, however, is sitting tight, determined to call Petrillo's bluff. NBC has refused to accede to preliminary demands of Petrillo that KSTP be dropped as an outlet.

Conferences currently are in progress at the Dept. of Justice. Interference with the ability of stations and other users of recorded music to contribute their maximum toward maintenance of civilian morale in the war effort is a particularly effective inducement to Government intervention. Moreover, the fact that substantial segments of the public have protested against Petrillo's tactics, notably the Interlochen ban, and that newspaper editorial opinion is unanimously opposed to his forays, augur Government action.

Development of the AFM dispute found the broadcasting industry presenting a united front for the first time in many months. After the NAB board of directors, at its meeting in Chicago last Tuesday and Wednesday, called upon Petrillo to reconsider his action "in the best interests of the war effort and the best interests of the AFM", Broadcasters Victory Council, coalition of industry trade groups, got squarely behind NAB's position. It announced its intention of cooperating all down the line.

Aside from issuance of its formal statement deprecating Petrillo's action, particularly in the light of the war, the NAB board made no announcement. In its closed sessions Sydney M. Kaye, vice-president and general counsel of Broadcast Music Inc. and NAB's music-copyright consultant, covered legal aspects of the developments.

It was no secret that Assistant Attorney General Arnold and his assistants have been besieged with complaints about Petrillo. Parents and relatives of children, whose average age is 15 and who come from some 40 States to participate in the music camp at Interlochen, have protested against the ban.

During the last year the Anti-Trust Division hasn't fared any too well as the hands of the courts in "made work" cases. In the so-called "hod-carrier's case", wherein the union demanded that standby hod-carriers be retained, to offset automatic elevators which performed the same work, the Supreme Court, in a memorandum opinion, threw out the Government's plea.

Former Action Dropped

The Government never had the chance to argue the case or to file briefs. Therefore, it is believed it has a relatively good chance of having the issues argued anew, particularly in the light of music's importance in maintaining public morale during wartime. A subsequent case, involving retention of standby truck drivers in the New York area, also went against the Government. But the issues in this case were not entirely parallel.

Mr. Arnold and the chief of his

NAB Board Votes Confidence in Miller

Reorganization Project Dropped at Session Held in Chicago

MOVES FOSTERED by NAB dissidents for prompt reorganization of the trade association went aglimmering at the NAB board meeting in Chicago last Tuesday and Wednesday, with President Neville Miller accorded another unanimous vote of confidence—the third since intra-industry discord developed early this year.

Before the board got to its business agenda, the reorganization question was raised. The board's Streamlining Committee, named last March to devise a revamping plan in the hope of restoring industry unity, was dissolved after it had reported it had been unable to find a suitable man to occupy the No. 2 position of public relations director. Several names had been suggested but war developments, resulting in assignment of these prospects to other fields, stymied the committee.

Differences between President Miller and certain industry elements, stemming from controversies at the NAB convention in Cleveland last May and before, were discussed. These came before the board overtures understood to have been made in certain quarters by Frank M. Russell, NBC Washington vice-president, but these were dismissed with the vote of confidence in Mr. Miller.

BVC May Expand

With no change in the executive direction of the NAB, observers saw little likelihood of immediate reunion of trade groups which have been created largely because of dissatisfaction in some quarters with NAB operations. Broadcasters Victory Council, headed by John Shepard 3d, Yankee Network president, constituting a coalition of these trade groups in Washington, was expected to broaden the scope of its work, in the light of developments. BVC held a board meeting in Chicago last Thursday, following the NAB sessions.

Purely in the rumor stage were pre-meeting reports that some broadcasters favored a separate post of chairman of the board, and that a broadcaster—perhaps Mr. Shepard—be given such an assignment. Mr. Miller now is both president and chairman of the board There were also reports of possible retention of an outstanding national figure to head the industry, with the name of James Farley mentioned. Both of these projects went by the boards, however, and did not get beyond the conversation stage.

Members of the streamlining committee, which was dissolved with the submission of its report, were Don S. Elias, WWNC, Asheville, chairman; Paul W. Morency, WTIC, Hartford; J. Harold Ryan, WSPD, Toledo, Assistant Director of Censorship in charge of radio; Frank King, WMBR, Jacksonville; John J. Gillin Jr., WOW, Omaha; Howard Lane, who recently resigned from McClatchy stations to join CBS station relations in Chicago.

With these preliminaries out of the way, the board got down to its regular agenda. Highspot was the AFM-Petrillo recording ban, which has portents of another strike showdown on the music situation.

(Continued on page 46)

litigation section, Holmes Baldridge, have been engrossed in the Petrillo matter virtually since the music czar announced to his convention in Dallas last June that union members would not be permitted to record for transcription, juke-box or other public performance uses after July 31.

More than a year ago, on Feb. 28, 1941, Mr. Arnold announced that grand jury proceedings would be instituted to investigate complaints against Petrillo. For some reason, still undisclosed, the proceedings were never instituted, which was viewed as a reflection of Petrillo's political power in high places.

Because of past court rulings in the "made work" cases, it is presumed the department will proceed on civil rather than criminal grounds. It was agreed that perhaps a close question of law is involved in the whole "made work" issue and that it could be adequately tested on the civil side.

At the Chicago meetings of NAB and BVC, the recording ban was discussed roundly from every aspect, including possible legal recourses. The tenor of the broadcasters seemed to be one of determination that the next move should come from Petrillo. However, it was felt that some qualification of the original order might be issued by Petrillo, allowing delayed broadcasts and musical spot announcements.

Out on a Limb

It was assumed Petrillo had thought that broadcasters, juke-box operators and others hit by the ruling, as well as the networks because of local union controversies, would plead for postponement of the ban. This has not happened. As a result, it is thought Petrillo is out on a limb and will have difficulty crawling back.

It was reported that some agencies, contemplating fall spot campaigns with one-minute transcriptions, have queried the Chicago local, of which Petrillo also is president. They were curtly informed that after Aug. 1 no union musician will be allowed to perform for transcriptions of any type.

Newspaper editorial opinion preponderantly went against Petrillo. Practically all metropolitan newspapers attacked his dictatorial attitude, while many of them criticized the immunity given labor unions on the "made work" issue in past Supreme Court cases.

The *Chicago Daily News* on July 15 commented that radio could continue to submit to Petrillo "or they can tell him to jump into the lake". If they submit, said the newspaper, they will find the going tougher and tougher. "If they fight, they will never have a better opportunity than they have now. The people of the country would be behind them —or rather out in front of them."

Disc Firms Stand By

Transcription companies continued their policy of watchful waiting, taking no action and making no statements regarding the impending loss of union musicians July 31. Some increased activity was reported by library services in an effort to build up a backlog of standard music for subsequent releases, but there were no indications of feverish excitement or frenzied activity.

The general attitude seemed to be that it is Petrillo's next move. There was speculation, of course, both by transcription makers and broadcasters as to what course events will take, with many officials believing that if the union makes good its threat the immediate result will be loss of employment, not merely for the musicians working in the field, but also for the staff musicians at many stations which agreed to engage these men primarily as a means of insuring a continuing supply of recorded music.

If that occurs, industry spokesmen pointed out, AFM will declare these stations unfair and will ask the networks to stop serving them with musical programs. If the networks refuse to comply with such requests, the union may be expected to pull its men from the network programs, starting with remote dance band pickups and then cancelling first sustaining and finally commercial network programs, resulting in a virtual national strike of musicians against radio.

Boycott Angle

Some executives think that at this point the Government would intervene to prevent total disruption of broadcast service, which Government officials have so frequently lauded for its part in maintaining public morale. Others harbor the belief that before allowing a nation-wide cessation of network musical programs the networks would accede to the union demands and stop service to stations declared unfair by AFM. Such action would constitute a secondary boycott, it was pointed out, in violation of the anti-trust laws, and probably would bring about prompt indictment of both AFM and the networks by the Government.

Such speculations were advanced as purely personal opinions of the possible trend of events and nothing more, since no one was willing to make any prognostications as to what Petrillo and his union will or will not do. For example, it was pointed out that while he has stated that AFM members may not make recordings after July 31, he has issued no orders regarding performance of records and transcriptions made prior to that date. It is generally felt there probably is a sufficient supply of recordings to enable stations and juke-boxes to continue using them for a year or more.

The Interlochen incident aroused almost as much industry interest as the transcription ban, because it was viewed as the precursor of similar edicts affecting other sustaining broadcasts not using union musicians. The abrupt cancellation came July 11 on orders of Petrillo. The series had been carried by NBC for the past 12 years and was scheduled to start July 11 for seven weeks.

Through Edward Benkert, secretary of Chicago Local 10, Petrillo sent word the preceding day to Jules Herbuveaux, program director of the NBC central division, demanding immediate cancellation. Petrillo explained the union had objected to the broadcasts in 1940 and that NBC had said if they were allowed to finish the series they would not be broadcast during the next year. The series was broadcast during 1941, however, but Petrillo said he did not protest last year because he was not aware of it.

Dr. Joseph E. Maddy, president of the camp, a non-profit summer school of music under the direction of the U of Michigan, said the Petrillo ban had aroused a storm of

(*Continued on page 54*)

Confusion in AFM On KSTP Status Marks Deadlock Over Twin City Pact

A COMEDY of errors, or a mid-summer night's nightmare, beset NBC, the BLUE Network and the AFM last week as a result of (a) the failure of KSTP, NBC outlet in St. Paul-Minneapolis, to come to an agreement with the AFM local in the Twin Cities over the terms of a new contract [BROADCASTING, July 13], (b) the failure of Mr. Petrillo to understand the relationship of the BLUE to NBC and to KSTP, and (c) a slipup in carrying out the union's order to its local not to supply remote dance band pickups on the networks to KSTP.

Order to Locals

On Monday the national AFM, in an attempt to speed a settlement of the controversy between KSTP and the local union, issued a notice to all locals that bands playing in hotels, night clubs, resorts, etc., should not let their music be picked up for broadcasting by "the NBC Red and Blue networks" for transmission to KSTP.

Mark Woods, BLUE president, immediately wired the union that KSTP is not a BLUE affiliate and carries no BLUE programs.

That evening, however, the union ordered its bands on the Pacific Coast not to perform for remote pickups by the BLUE. On Tuesday night the Chicago remotes were pulled and the network learned that it was to lose its New York remotes on Wednesday. On Wednesday afternoon, however, Mr. Woods finally reached Mr. Petrillo by long distance phone in Chicago and explained the separation of the BLUE from NBC to him, after which the BLUE remotes were restored.

Meanwhile, NBC's Chicago headquarters was told Monday that it would shortly be asked to drop KSTP from its network for remote dance band pickups and that failure to comply would mean an immediate withdrawal of such bands from NBC.

Then a slipup occurred, for the two bands used by NBC for remote pickups, both playing in the New York area, were not notified of the ban and on Wednesday evening, their first pickups for the week were broadcast by NBC as usual. Late Thursday AFM headquarters in New York reported this had been a mistake and that subsequent broadcasts would be cancelled.

Adding to the general conclusion was the fact that the union had not called a strike against KSTP locally, a step which previously has always preceded any attempt on the part of the AFM to deprive any station of network musical program service.

Deadlock Clause

According to the latest information in New York on Friday, the Twin City AFM local was still insisting that the new contract contains a provision that any staff musician employed for four weeks at the station must be retained for a full year, and the station management was still refusing to accept that clause. But despite the deadlock no strike had been called.

The only bands picked up by NBC from outside points for network broadcasts are those led by Richard Himber and Teddy Powell. The former is on NBC Wednesday, Friday and Saturday nights, the latter on the same three nights and Sunday. Explanation for this relatively small number of remote pickups on NBC is that following an earlier occasion when a disagreement between an NBC affiliate and its local musicins union had forced the network to make an overnight switch from remotes to studio programs, NBC had continued to use the latter type of show for most of its late evening programs to avoid a repetition of such inconvenience.

ALWAYS A MEMBER
Shepard, Hubbard in Touch With NAB Board

ONCE A MEMBER of the NAB always one—at least that was the reaction of members of the trade association's board after it received two "urgent" calls during its sessions in Chicago last Tuesday and Wednesday. The communications were from John Shepard 3d, president of Yankee Network and chairman of Broadcasters Victory Council, and Stanley Hubbard, president of KSTP, St. Paul. Both had resigned from NAB because they were out of sympathy with its direction and policies.

Mr. Hubbard, in the thick of a strike-fight with AFM, advised the board through one of its members that he thought the NAB, as an industry matter, should back him up in his fight with Petrillo. The board did. Mr. Shepard, through another board member, suggested the board should do something about a "free time" campaign of a company styled as "United Broadcasters." The board is looking into it.

NAB Board Stand On Petrillo's Ban Approved by BVC

AGREEING wholeheartedly with the position taken by the NAB, Broadcasters Victory Council at a meeting in Chicago last Thursday, unanimously approved the statement issued by the NAB Board following its two-day session in Chicago on the AFM transcription-recording ban. The NAB called upon James C. Petrillo, AFM president, and the union to reconsider its Aug. 1 ban "in the best interests of the war effort" and of AFM.

John Shepard 3d, chairman of BVC, said his group was ready to cooperate and assist NAB in whatever steps may be taken in connection with the AFM ban and impending threatened strike developments. Sydney M. Kaye, vice-president and general counsel of BMI, who has been retained by NAB for several years on music-copyright matters, is to be apprised of BVC's position.

Industry Unity

It was stated that BVC's discussions of the AFM-recording situation and related problems would have to remain undivulged for the time being. Complete unity of the broadcasting industry in regard to the music problem was stressed, however.

Prospects that BVC will continue functioning as in the past, possibly on a broadened base, were seen following the meeting. It is known that a number of BVC members are at odds with the present NAB leadership. Steps toward reorganization of the NAB at the Chicago meeting failed.

The BVC also discussed general industry problems in relation to the war effort, covering equipment conservation, Government programming and other current matters.

Attending the sessions were: Chairman Shepard; O. L. (Ted) Taylor, Taylor-Howe-Snowden stations in Texas, executive secretary; James D. Shouse, Crosley Corp., Cincinnati, Clear Channel Broadcasting Service; John E. Fetzer, WKZO, Kalamazoo, NAB; Eugene C. Pulliam, WIRE, Indianapolis, Network Affiliates Inc.; Walter J. Damm, WTMJ, Milwaukee, FM Broadcasters Inc.; George B. Storer, Fort Industry Co., National Independent Broadcasters.

Petrillo's Interlochen Action, Recording Ban Draw Protests

Press, Organizations, Chairman Fly of FCC Join Criticism; Justice Dept. Gets Complaints

MUSIC CZAR James C. Petrillo's summary edict banning employment of musicians for transcriptions and recordings for radio and other non-private users, followed quickly by his ukase forcing cancellation of the juvenile musical concerts over NBC from the National Music Camp at Interlochen, Mich., has aroused spontaneous editorial opposition throughout the country last week.

While the industries affected have known since mid-June that the transcription-record ban had been ordered for Aug. 1, apparently newspapers generally were not aware of it until Mr. Petrillo's public announcement a fortnight ago to the same effect. Then, when he banned the Interlochen concerts, the press generally became aroused. Comments came from other quarters, too.

Fly Comments

Thus far, the only favorable press reaction was the July 8 column of Westbrook Pegler, which appeared sympathetic toward the unemployment plight of the musicians. This aroused considerable surprise, since Mr. Pegler always has protested Petrillo as a labor boss who operated in defiance of Government and industry alike.

FCC Chairman James Lawrence Fly last week said he thought the whole Petrillo position was "unfortunate" and that the parties concerned ought to make every effort "to alleviate the causes of such strictures on broadcasting". Asserting he thought the Interlochen ban was only an isolated phase of "a much broader and more significant problem", Mr. Fly said he felt that another phase of this general problem was the recording-transcription ban.

"Many radio stations throughout the country, and this is particularly true of the smaller and isolated stations, rely upon recordings and transcriptions for the greater amount of their programs," said the chairman. "It is going to be unfortunate for the industry and unfortunate for the public if ways and means are not found to maintain this service."

Asked by a newsman whether the FCC was taking any action in connection with the music situation,

(*Continued on page 52*)

$3,600,000 FUND FOR ROCKEFELLER

A BUDGET of $3,600,000 for the radio division of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) is included in the $25,638,000 appropriation contained in the first supplemental national defense appropriations bill which passed both houses of Congress last week and which now goes to conference committee for final perusal. This budget, covering the fiscal year 1943 starting July 1 of this year, compares with $1,878,924 for the 1942 fiscal year.

Included in the budget for the division headed by Don Francisco, former Lord & Thomas president, with John W. G. Ogilvie, former IT&T radio chief, as his associate director, are the following items: Local broadcasts in other American republics, $1,500,000; development of local broadcasts, $50,000; point-to-point and shortwave broadcasts, $650,000; radio program scripts, $100,000; transcribed radio programs, $500,000; printed schedules of U. S. shortwave broadcasts, $60,000; advertising of U. S. shortwave broadcasts, $40,000; radio equipment, $400,000; mobile units, $100,000.

In addition, there is an item of $50,000 for radio technicians under the heading of special projects. The budget is exclusive of personnel.

Chicago Club to Elect

RADIO DIRECTORS of 20 leading agencies will elect officers for their newly-organized Chicago Radio Management Club at a luncheon meeting July 22 in the Tavern Club. The group, organized by Earl Thomas, radio director of McCann-Erickson, Chicago, following his initial work as radio chairman of the $1,700,000 Chicago USO fund drive, has been formed to coordinate efforts of radio directors in all future campaigns of a public nature.

COLLEGE PRESIDENT TOPS MONITOR UNIT

APPOINTMENT of Robert Devore Leigh, formerly a consultant to National Resources Planning Board, as director of the FCC's Foreign Broadcast Monitoring Service, was announced July 16 by the Commission. He replaces Lloyd A. Free, who resigned as director two months ago to join the Army. Harold Graves, acting director, returns to his former post of assistant director.

Mr. Leigh was the first and organizing president of Bennington College, progressive women's college in Vermont, from 1928-1941. He was a member of the Institute for Advanced Study at Princeton in 1941. In 1939, on leave from Bennington, he served as acting dean of Bard College, a branch of Columbia U. Aside from his administrative experience in public service and education, Mr. Leigh is considered an accomplished scholar in the field of political science.

Born in Nelson, Neb., and educated at Bowdoin College in Maine, Mr. Leigh is father of two daughters.

FULL NAB BOARD met in a summer session in Chicago last Tuesday and Wednesday to discuss industry problems including the impending ban on recordings by union musicians. Seated, first row (l to r): Frank King, WMBR, Jacksonville; Don Elias, WWNC, Asheville; Herb Hollister, KANS, Wichita; Neville Miller, president; Hoyt Wooten, WREC, Memphis; James W. Woodruff jr., WRBL, Columbus, Ga.; Harry Spence, KXRO, Aberdeen, Wash.. Second row: Earl C. Gammons, CBS, Washington; Edwin W. Craig, WSM, Nashville; J. O. Maland, WHO, Des Moines; William B. Way, KVOO, Tulsa; J. Harold Ryan, WSPD, Toledo, assistant director of censorship; John E. Fetzer, WKZO, Kalamazoo; Ed Yocum, KGHL, Billings, Mont.; Edgar Bill, WMBD, Peoria; Paul W. Morency, WTIC, Hartford. Back row: John J. Gillin, WOW, Omaha; Kolin Hager, WGY, Schenectady; Gene O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; O. L. (Ted) Taylor, KGNC, Amarillo; Isaac D. Levy, WCAU, Philadelphia; Paul W. Kesten, CBS vice-president and general manager; G. Richard Shafto, WIS, Columbia, S. C.; Calvin J. Smith, KFAC, Los Angeles. Mr. Lane and Mr. Gammons are succeeded on the board by Arthur Westlund, KRE, Berkley, and Ed Hayek, KATE, Albert Lea, Minn., who were elected at the meeting in Chicago.

Nationwide Telephone Series Using 500 Stations for Test

Spot Campaign to Instruct Public on War Use Of Facilities Placed by Local Companies

TELEPHONE companies throughout the country are currently collaborating on a nationwide drive via spot radio to instruct the public on the availabilities of communication equipment during wartime, according to the advertising department of American Telephone & Telegraph Co., New York, which serves as a clearing house for local telephone companies, the majority of which place their advertising locally.

Some 500 stations are being used, AT&T stated, on a more or less "test" basis to see if radio is the most successful medium through which the public can learn what telephone companies can or cannot do in supplying them with new phones, or extensions, as well as what hours are best for necessary local and long distance calls. The campaign consists of short announcements on a daily basis, spotted at strategic intervals according to a station's coverage area.

Two Under Way

Specifically, two local companies have announced their schedules which got under way last week. Illinois Bell Telephone, through N. W. Ayer & Sons, New York, started its drive July 13 on 27 stations in Illinois and Indiana, 11 of them in Chicago.

The Bell Telephone Co. of Pennsylvania has also started its station-break announcements on 39 stations in the Pennsylvania and Delaware areas. N. W. Ayer is also lining up the local drive planned by Michigan Bell Telephone, and as agency for the Bell Telephone System of AT&T is arranging special messages on the NBC *Telephone Hour* program to coincide with the nationwide campaign. New York Telephone Co., through its agency, BBDO, New York, has not yet completed plans for its share in the cooperative project.

In Pennsylvania, Bell has scheduled 2,000 station-break announcements on Quaker Network, originating at WFIL, Philadelphia, in an effort to carry the message to every telephone user in Pennsylvania and nearby States. Started July 14, the announcements will be carried for 30 days by a chain of 39 stations in Pennsylvania, Delaware and New Jersey, comprising the Quaker Network and non-affiliates.

This is described as the first time a major public utility has made such an intensive and widespread use of spot announcements to enlist cooperation of the general public. Business for the network was placed direct by Harold S. LeDuc, advertising manager of the telephone company, with Roger W. Clipp, general manager of the network and of WFIL, Philadelphia, handling details for the stations.

Complete list of the stations carrying the spots is: WFIL KQV WCAE WJAS WIP KYW WCAU KDKA WSAN WEST WAZL WGAL WKBO WILM WDEL WORK WFBG WHP WKST WEEU WRAW WARM WBAX WBRE WPEN WWSW WGBI WCED WIBG WHJB WMRS WKPA WPIC WKOK WMBS WJPA WDAS WHAT WTEL.

First From Radio?

KATHERINE GASTON VERNON, script writer and women's program commentator of WROL, Knoxville, believed to be the first woman from NBC's affiliates to join the country's armed service, reports for duty as a cadet with the Women's Army Auxiliary Corps in Des Moines, Iowa, July 20. Mrs. Vernon was one of the first Tennessee women to enlist and the first to be accepted by the WAAC.

Miss Vernon

Radio and Government Unite For Equipment Conservation

BWC Tube Survey Likely to be Completed Aug. 1: WPB Names Committees On Operations

ALTHOUGH nothing tangible in the way of broadcast equipment conservation will be evolved until the results of the new transmitting tube survey of the Board of War Communications is completed next month, both Government and industry forces are cooperating in joint efforts to perfect plans as speedily as possible.

The BWC all-inclusive tube survey [BROADCASTING, July 13] will be completed shortly after Aug. 1, at which time all stations will have submitted complete data on tubes in hand, in use, life expectancy and other pertinent data. Meanwhile, the War Production Board, at the direction of Leighton H. Peebles, chief of its Communications Branch, has authorized organization of industry committees to meet the overall problem of maintenance of station operation during the critical war period.

Both the NAB and the Broadcasters Victory Council, at meetings in Chicago last week, authorized fullest collaboration with the governmental agencies in development of conservation plans, looking toward ultimate allotment of raw materials by WPB for replenishment of industry inventories. In the nature of a substitute for the original voluntary pooling plan espoused by the Domestic Broadcasting Committee of BWC, the conversation is expected to entail means of reducing wear and tear on broadcast transmitters and component parts, with a minimum reduction in broadcast service. [BROADCASTING, July 6, 13].

Industry Meeting

In line with Mr. Peebles' policy, Frank H. McIntosh, chief of the WPB Radio Branch, last Monday met with the newly formed Radio Replacement Parts Industry Committee, which decided as an initial measure to conduct a survey of existing stocks and quantities, actual plant facilities for continued production, methods of substitution, and repair of old units. This Committee meets again in Washington Aug. 13 to discuss findings.

A second WPB industry group, the Radio Transmitter Vacuum Tube Committee, is scheduled to meet July 20. Its function is to consider tube needs of all radio activity, including police, ship, coastal and other services aside from broadcasting.

Other committees in process of organization will deal with receiving tubes, radio receivers, radio transmitters, and specifications and design. In general, Mr. Peebles explained, each committee's function is to weigh these considerations: substitution of less critical materials; simplification and standardization; replacement requirements; conservation and utilization of used parts; allocation and distribution; and the facilities of manufacture.

PREDICTING increased development of our "electronic age" for the war, Col. David Sarnoff, president of RCA and NBC board chairman, addresses Signal Corps graduates at Camp Murphy, Fla. in a special appearance broadcast during a recent War Dept. *Army Hour* program [BROADCASTING, July 13].

Fly on Pooling

BWC-FCC Chairman James Lawrence Fly at his press conference last Monday said the BWC was engaged in various studies of the whole problem of equipment conservation, and lashed out at those whom he said had blocked the original pooling plan. "Of course, as you know, the pooling idea has been obstructed here and there by selfish interest in the industry and it has made it somewhat difficult to proceed without more whole-hearted cooperation," he asserted.

Asserting that this was something being done "wholly for the industry", Mr. Fly said it is to be regretted that "we have anything but wholehearted cooperation". He expressed confidence, however, that a conservation plan would be evolved and that stations would continue operation under satisfactory conditions. Aside from the tube survey, Mr. Fly said other ways are being studied to conserve existing materials already in use at stations.

Company Representatives

Representatives of the member companies which meet include: James P. Quam, president, Quam-Nichols Co., Chicago; L. A. White, vice-president, Jensen Radio Mfg. Co., Chicago; F. C. Best, president, Best Mfg. Co., Irvington, N. J.; Roy F. Sparrow, vice-president, P. R. Mallory & Co., Indianapolis; Octave Blake, president, Cornell-Dubilier Electric Corp., South Plainfield, N. J.; Jerome A. Kahn, president, Standard Transformer Corp., Chicago; F. P. Kenyon, president, Kenyon Transformer Corp., N. Y.; Victor Mucher, Clarostat Mfg. Co., Brooklyn, N. Y.; A. Ehle, International Resistance Co., Philadelphia; H. Beckleman, Continental Carbon Inc., Cleveland; Edward I. Guthman, president, E. I. Guthman & Co., Chicago; Harry Kalker, Sprague Specialties Co., North Adams, Mass.; Girard Hopkins, Oakland, Calif.; J. W. Miller Co., Los Angeles.

According to Mr. McIntosh, WPB has recommended to the BWC, changes in the Commission's rules and regulations in order to authorize an increase in the average percentage of modulation and a decrease in decibels. He believes that these "adjustments are complementary to each other" and would not produce a noticeable effect on reception whereas these changes permit operation to extend tube and transmitter life.

In commenting upon the current equipment situation, Mr. McIntosh also emphasized the necessity for further simplification of tubes which will make for greater standardization and use of critical materials.

"NOW LET'S SEE— ARE YOU MARRIED?"

● The 1942 Iowa Radio Audience Survey—result of nearly 10,000 personal calls on Iowa families—is now off the press and *ready for distribution*. Again this Annual Survey adds immeasurably to the total of useful knowledge about Mid-Western radio listening habits—shatters accepted yet completely inaccurate ideas about your radio prospects—verifies many assumptions for which you have previously had no proof. . . .

For instance, the 1942 Survey gives the percentage of the radio audience that writes to radio stations, and tells why—proves that the most loyal radio listeners are actually those people who subscribe to the most magazines—establishes the fact that those who have "attended college" are the most responsive radio listeners in the Mid-West!

The 1942 Survey—an unbiased, factual survey made along the most approved sampling methods—answers practically every question you could possibly ask about radio in Iowa. If you'll drop us a line, we'll have a copy sent to you—and without cost or obligation, of course. Frankly, our selfish reason for this largesse is that, among all the other things, the Survey proves an overwhelming and staggering preference for WHO. But that's one of its *few* disclosures which you've always known anyway! Drop us a line, today!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

Broadcasting Held Essential Industry

Selective Service Sets Up Broad Classes to Aid Boards

LONG ANTICIPATED, broadcasting was declared an "essential" occupation last Tuesday when the Selective Service System, under Maj. Gen. Lewis B. Hershey, released a list of 34 broad essential activities compiled by the War Manpower Commission.

Simultaneously Selective Service also announced a new seven-category guide for its local boards in their selection of men eligible for draft.

Listed under a broad classification of communications services, radio broadcasting was declared essential along with telephone, telegraph, newspapers, television services and repair of facilities.

Not a Blanket

However, Selective Service hastened to say that the mere designation of an industry as essential does not imply blanket deferment and local boards will still be allowed broad discretion as exercised previously. In its announcement Selective Service said "the list of civilian activities necessary to war production and essential to the war effort, which may be used to guide local boards in considering occupational classification of registrants, specifies that such activities must meet one or more of the following tests:

"(a) That the business is fulfilling a contract of the Army, Navy, Maritime Commission, or other Governmental agencies engaged directly in war production; (b) that the business is performing a Government service directly concerned with promoting or facilitating war production; (c) that the business is performing a service, Governmental or private, directly concerned with providing food, clothing, shelter, health, safety, or other requisites of the civilian daily life in support of the war effort; (d) that the business is supplying material under subcontracts for contracts included in (a), (b), or (c), above; or, (e) that the business is producing raw materials, manufacturing materials, supplies, or equipment, or performing services necessary for the fulfillment of contracts included in (a), (b), (c), or (d) above."

The Selective Service statement went on to declare that "having found that the business in which a registrant is engaged comes under some group in the attached list (of 34 essential activities), and having applied the tests and made the determination that it is an essential activity, consideration will be given to the occupation of the registrant, within that activity, and if he is found to be a 'necessary man' as defined by Selective Service Regulations, occupational classification may be made by the local board."

At the WMC the statement of Selective Service regarding blanket deferments was reiterated. As one WMC official put it, "Our one purpose in the issuance of this list of essential occupations is to supply essential industries and activities with the labor they need."

Procedure Outlined

At Selective Service, procedure to be followed by local boards in considering men for draft was outlined as follows: The local board will determine whether the prospective draftee is engaged in an essential occupation (using the WMC and U. S. Employment Service lists as a guide); the board will then determine whether or not the man is "necessary" to the business. Draft or deferment will follow the board's findings.

It will not be necessary, a Selective Service official said, for a man's employer to make a declaration in his behalf provided he can satisfy the board's requirements on the question of his "necessity." However, it was stated that where any doubt arises in an employe's mind as to his eligibility as a "necessary" man he should have his employer fill out Selective Service form 42-A.

Specifically concerning the broadcasting and communications fields, WMC spokesmen said that no one as yet has been appointed in the organization to give special attention to these fields. However, when it was pointed out that the Board of War Communications and the U. S. Employment Service are now conducting surveys of the fields to determine what employee categories should be considered necessary to maintain the structure of the industries [BROADCASTING, July 13] it was said that undoubtedly special appointments would be made for a study of the reports. It was felt that immediately following would be more specific guides to local boards for their draft determinations in these industries.

The BWC study is now being completed by its committees. These will be submitted to the board for final consideration before being turned over to WMC. It is expected that BWC handling of the matter will be completed within the next week or ten days.

Survey Results

The U. S. Employment Service survey is not being undertaken, it was said, for the purpose of making an immediate adjustment in the communications industry manpower problem. Results of the survey will be used as a basis for forecast, it was said, and possibly for use in reallocation of employes as the problem becomes more acute.

By all Governmental agencies and industry groups interested in the broadcasting personnel problem the feeling was expressed that the Selective Service designation of the industry as "essential" will serve to impress the need for caution by local boards in drafting broadcasting employes.

It was brought out that the WMC is yet in its infancy and has not had time to give sufficient consideration to manpower problems of every industry. It was pointed out, however, that policies of the commission will rapidly take definite outline, resulting in crystallization of every industry's place in the manpower picture as well as its position with regard to value as either an essential war industry or one necessary to maintenance of the nation's social structure.

The WMC is now undertaking studies of "in plant" training in various industries and it was said that results may be applicable to replacement training for the broadcasting and communications industries.

Though no complaint was registered, it was indicated at WMC that the commission feels sufficient effort has not been made by broadcasters to solve the problem of personnel replacements. It was felt, however, that the BWC and U. S. Employment Service surveys may be a major step in the solution of this problem.

SERVICE FLAG of WRC-WMAL, Washington, catches eye of Lt. (j.g.) John Gaunt, former WRC production man. Dedicated at a special program the flag is displayed in the station's lobby. As employes join the service the flag's numeral is changed accordingly.

KFPL Deleted at Own Request Due to Shortage of Operators

FIRST wartime cancellation of a station's license due to inability of the licensee to maintain a staff of qualified operators was effected July 14 when the FCC announced deletion of KFPL, Dublin, Tex. The Commission revealed that the move was prompted by a request of C. C. Baxter, operator of KFPL, who said operator and equipment shortages had forced the station silent.

Suspended in April

Operations of the station had been suspended last April when Mr. Baxter in a letter to the Commission cited his problem and was granted a 30-day suspension of operation [BROADCASTING, May 5]. Another suspense period was granted a month later when Mr. Baxter was still unable to operate and it was expected that the Commission would lay down a definite policy for such cases.

Finally, on June 15, Mr. Baxter voluntarily turned in KFPL's license to the FCC asking that his station be removed completely from the Commission's records. KFPL had operated on 1340 kc. with 100 watts night and 250 day and was one of the pioneer stations in the country, having been founded in 1924.

It is expected that eventually numerous stations, especially the smaller outlets due to the economic factor, will be forced to silence by the drain of the war effort on qualified operators as well as equipment shortages. The KFPL case is the first wartime mortality of an regularly operating station within the continental United States due to technician shortages. The FCC, realizing the increasing seriousness of the situation, has from time to time relaxed its rules regarding use of first-class operators in stations as well as requirements governing broadcast days. In the latter respect stations have been authorized to reduce hours of operations so that they could continue operating with their reduced personnels.

Old Gold Sales Jump

A DEFINITE increase in sales of Old Gold cigarettes has been noted by P. Lorillard Co., New York, as a result of the past two weeks intensive campaign in radio and newspaers based on findings in the *Reader's Digest* which give Old Golds two points of superiority over other leading brands. Shortly after the June 24 copy of the *Digest* hit the news stands, Lorillard started the campaign, promoting the cigarette survey's results in its baseball broadcasts on WOR, New York, and WGN, Chicago, as well as on the weekly CBS *New Old Gold Show*. Agency in charge is J. Walter Thompson Co., New York.

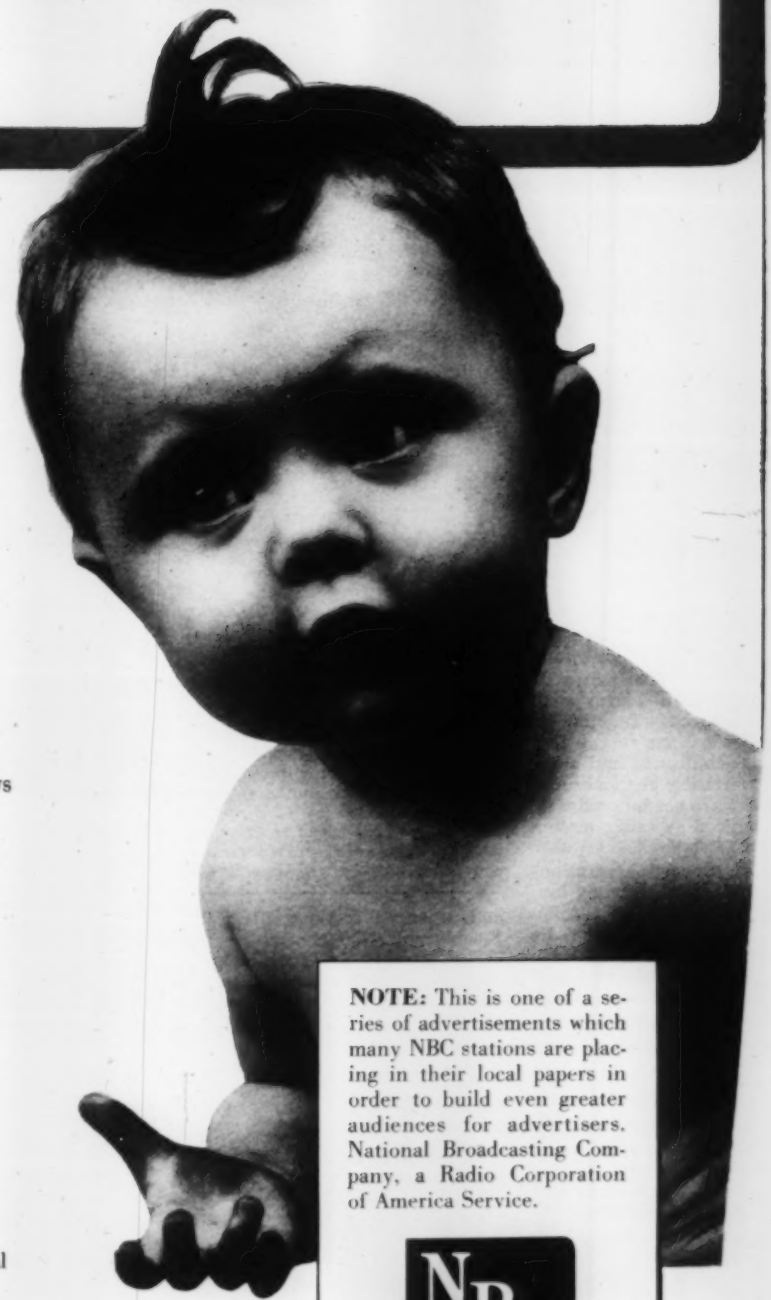
Chemical's Spots

CHEMICALS Inc., San Francisco (Vano-woodwork cleanser), has just started a radio campaign in various sections of the country. It is using participations on the *Marjorie Mills* program on seven Yankee Network stations; participation on the *Galen Drake* program on KNX and on the *Home Makers Club* of WOL, Washington, as well as spot announcements several times weekly on KPO KQW KOIN. Agency is Botsford, Constantine & Gardner, San Francisco.

HARRIET HESTER, educational director of WLS, Chicago, is the author of a new wartime cookbook, *300 Sugar Saving Recipes*, published by M. Barrows, New York.

XUM

Shucks— Don't forget I'm home...



Suppose you can't go and visit Grandma and Aunt Lucy every time you want to get away from the heat. *I'm* home, aren't I? And we have a radio and Station WXXX is right here at 000 on the dial. They have the best summer programs ever, swell music to keep your feet tapping, comedy that's always good for a laugh, and the latest news from wherever it happens. Yes sir, home's all right these days—and if it does get too hot, just peel off—well, not quite as much as me —and tune in WXXX. You'll be glad I tipped you off.

WXXX 000 on your dial
(City Name's)
NBC Station

NOTE: This is one of a series of advertisements which many NBC stations are placing in their local papers in order to build even greater audiences for advertisers. National Broadcasting Company, a Radio Corporation of America Service.

NBC
THE NETWORK MOST PEOPLE LISTEN TO MOST

OWI Starts Direction of Federal News

Bureau of Advertising May Be Established; Cowles on Job

See OWI Chart, page 16

ITS BASIC structure completed and most of its staff mustered, the Office of War Information last week moved into its own quarters in Washington's Social Security Bldg. and began to do business as the Government's fountain-head of war news and information. Many revisions in the setup as announced last week [BROADCASTING, July 13] are anticipated, including the possible establishment of a Bureau of Advertising, but these will be approached gradually by Director Elmer Davis and his staff.

Gardner Cowles Jr., Des Moines publisher and radio executive, who heads the important Domestic Branch of OWI, was scheduled to take the oath of office last Friday and it was learned that he had forsaken his plans to join the Army Air Force when urged to take the key post under Mr. Davis. Under Mr. Cowles fall six of the most important bureaus of the news setup —news, radio, publications and graphics, motion pictures, public inquiries, special operations.

Advertising Status

To the Bureau of Special Operations, headed by Philip Hamblet, former executive officer of the old Office of Government Reports, has been assigned the old advertising division of the former Office of Facts & Figures, headed by Ken R. Dyke, former NBC promotion manager. There is a move afoot to elevate this division to the status of a bureau, co-equal in status with the six bureaus already functioning under Mr. Cowles, due to the fact that magazine, billboard and other media of advertising are embraced in its field and are not otherwise as clearly recognized as radio, motion pictures, etc.

Also under Special Operations comes the old OFF foreign language division headed by Allan Cranston, with Lee Falk as radio executive. Assigned as well to Mr. Hamblet's branch is the old OFF special events division headed by Clyde Vandeburg, which contacts labor, religious, Negro and similar organizations.

The only major change in the executive offices since the preceding week's announcement of the entire setup was the naming of George Barnes, onetime *Chicago Tribune* Washington newsman, recently with the Dept. of Agriculture Soil Conservation Service and with OFF, as an assistant to Director Davis and Associate Director Milton S. Eisenhower.

Newly-named also, upon recommendation of the Budget Bureau, was Vernon Magee, former United Press newsman in the South, who heads the Administrative Services and reports directly to Davis and Eisenhower. Mr. Magee has been an official with the Budget Bureau for the last two years, coming from Austin, Tex., where he was assistant director of the Texas State Employment Service.

The Radio Bureau, headed by William B. Lewis, former CBS vice-president, is functioning much as it did under OFF with exactly the same personnel. Douglas Meservy remains as Mr. Lewis' chief assistant and Seymour Morris as advertising liaison, with Bernard Schoenfeld's radio producing unit of OEM now falling under the Radio Bureau and titled the editorial division, which Mr. Schoenfeld heads. Philip H. Cohen takes over the Radio Bureau's Government liaison division. Chiefs of the production division and the industry liaison division remain to be named, and they undoubtedly will be drawn from the radio industry.

Lowell Mellett's Motion Picture Bureau will continue to have as its Hollywood liaison officer, contacting the film industry on Government matters, the former assistant chief of the old Donovan Committee's Foreign Information Service. Nelson H. Poynter, owner of WTSP, St. Petersburg, and editor of the *St. Petersburg Times*.

The Intelligence Service, which reports to the assistant director for policy development, Mr. MacLeish, continues to be headed by R. Keith Kane, who had the same unit in OFF. Serving under him, among others, are Gene Katz, former radio director of the Katz Agency, New York, and Dr. Frank Stanton, CBS statistical chief who works on a part-time basis without compensation.

OWI DIRECTOR AND CHIEF AIDES

THESE MEN GUIDE the destinies of the new Office of War Information [BROADCASTING, July 13], holding the top posts and forming the policy board. Director (center) is Elmer Davis, former CBS news analyst. Associate director and administrative chief (upper right) is Milton Eisenhower, recently in charge of evacuation of Japanese from the West Coast and formerly an official of the Dept. of Agriculture. Assistant director in charge of the Domestic Branch (upper left) is Gardner Cowles Jr., Des Moines publisher and president of the Iowa Broadcasting Co. Assistant director in charge of the Policy Development Branch (lower left) is Archibald MacLeish, Librarian of Congress and former director of the absorbed Office of Facts & Figures. Assistant director in charge of the Overseas Branch (lower right) is Robert Sherwood, playwright, whose Foreign Information Service of the former Donovan Committee, concerned largely with international shortwaves, is also absorbed by OWI.

CBS Names Lane To Stations Staff; Branches Opened

Schudt Heads Office in N. Y., Buckalew in Los Angeles

WITH appointment of Howard Lane, business manager of the McClatchy stations on the West Coast, to its station relations department, CBS announced substantial enlargement of the department, entailing establishment of branch offices in Chicago and Los Angeles and the appointment of three division field managers—newly-created positions.

Mr. Lane

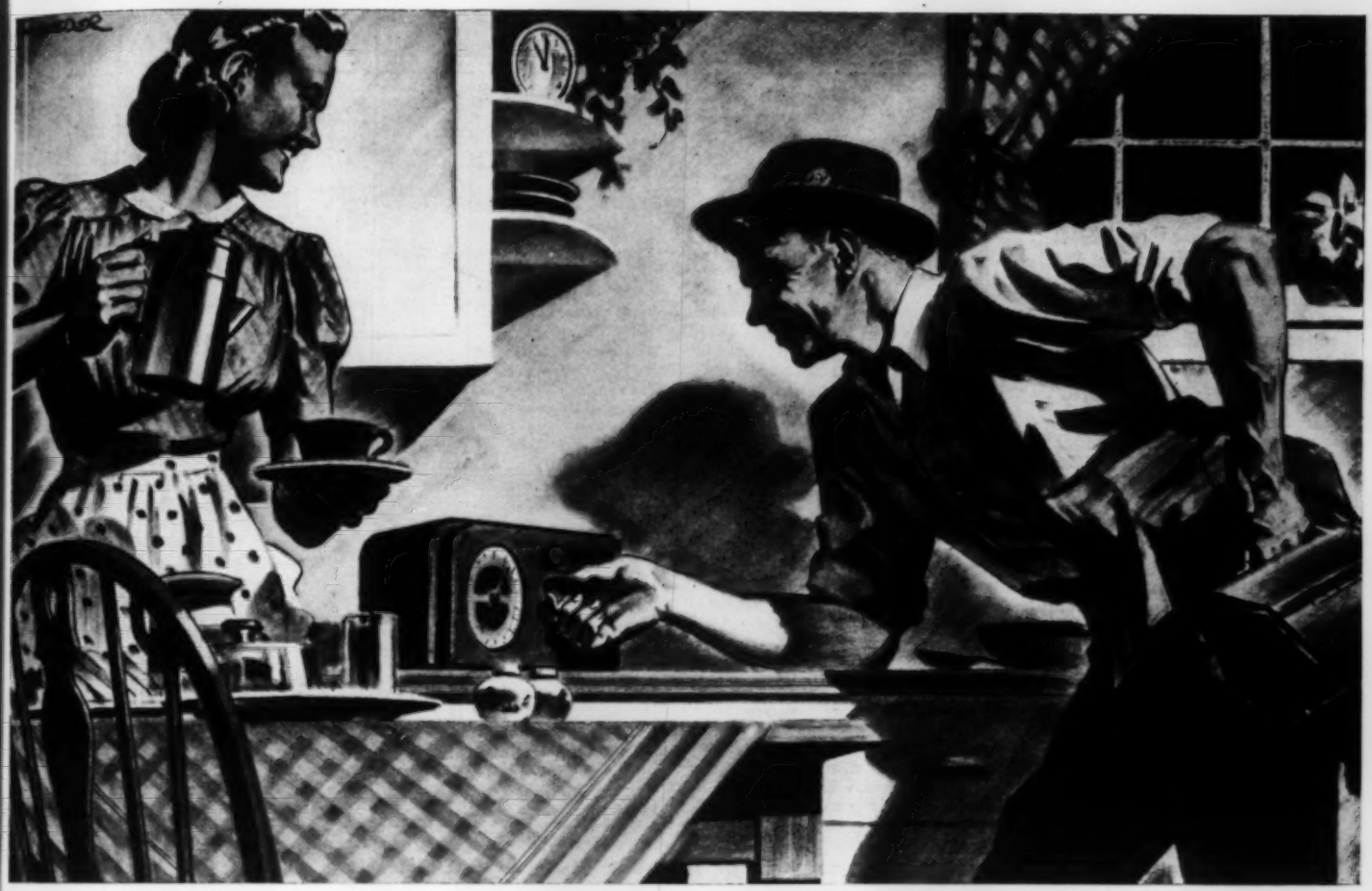
Mr. Lane was named central division field manager, headquartering in Chicago and reporting to Herbert V. Akerberg, CBS vice-president in charge of station relations. William A. Schudt, transferred several weeks ago from Columbia Recording Corp. to the parent company, was appointed division field manager working out of New York, and Edwin Buckalew was named to a similar post headquartering in Los Angeles.

Although the expansion was indicated when Mr. Schudt was transferred from manager of the transcription division of CRC to the parent company last May, and when Mr. Buckalew left his former post as merchandising and sales service manager of KNX, Los Angeles, to become Pacific Coast station relations representative [BROADCASTING, June 29], the official announcement was withheld until Mr. Lane had been procured for the Central Division post.

With 15 years of background in the McClatchy organization, both in its newspaper and radio departments, Mr. Lane has served as business manager of the McClatchy stations for a number of years. Mr. Lane joins CBS on Aug. 15. His successor at McClatchy has not been announced. The McClatchy stations are KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, KOH, Reno. He has worked under Guy C. Hamilton, vice-president and general manager of the McClatchy operations.

Active in industry affairs, Mr. Lane has served as an NAB director since 1939. He resigned his directorship at the NAB Board meeting in Chicago last week, and Arthur Westlund, KRE, Berkeley, was elected by the board as his successor.

Mr. Akerberg said the expansion is designed to obtain for CBS "a closer and more beneficial relationship with our stations than has been possible in the past." The new division field managers will visit each station more frequently than any CBS representative has been able to do in the past.



. . . for war-born night owls

It's a topsy-turvy world, says Joe. Working the late shift, he answers an alarm clock reveille in mid-afternoon. Ends his working day when ordinary mortals are pounding the pillow. Never seems to catch up with what's happening in this old world.

It was for Joe and thousands of Cleveland war workers like him that WGAR created a very special radio show. Six times weekly, the *Night Shift* swings into action during the hour before midnight. It tells Joe who won the ball game and the big fight. Brings latest news flashes from distant war fronts. Obliges with everything from batting averages to the latest platters of listeners' favorite bands. It is just what the doctor ordered for tired war workers . . . a combination of news and music, entertainment and relaxation.

Surprising how much our war-born night owls appreciate this service. They write their thanks. They phone to request special numbers. They responded to a souvenir offer with more than one thousand dimes. All of which leads us to believe that *Night Shift*, like other specially prepared WGAR programs, is helping to win the war . . . by making life fuller for Joe.

WGAR
THE FRIENDLY STATION
Cleveland

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION . . . COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

OWI Sends Trio To Set Up Branch Office in London

MacLeish, Warburg, Brophy Are Assigned to Task

TO SET UP a London office, the newly established Office of War Information last Thursday announced it was dispatching Archibald MacLeish, James P. Warburg and Murry Brophy to the British capital. They will establish the London office in the American Embassy under the direct supervision of Ambassador John G. Winant. It will not have a large personnel.

Mr. MacLeish, former director of the old Office of Facts & Figures, is now one of the three assistant directors of OWI under Director Elmer Davis and Associate Director Milton Eisenhower. He heads the Policy Development Branch.

Mr. Warburg is deputy director of the Overseas Branch, which is headed by Robert Sherwood, playwright. Mr. Brophy, formerly with CBS, is chief of the Overseas Branch's Bureau of Communications Facilities. Mr. MacLeish and Mr. Brophy will be in London for only a short time to discuss general information policies and radio problems, respectively, with British officials. Mr. Warburg will remain to organize the London office.

Shortwave Policy Soon

The move to open a London office is in conformity with the provision of President Roosevelt's Executive Order establishing OWI, which states that it "shall maintain liaison with the information agencies of the United Nations for the purpose of relating the Government's informational programs and facilities to those of such nations."

Mr. Sherwood's Overseas Branch has taken over intact the Foreign Information Service of the old Office of the Coordinator of Information (Donovan Committee), and its personnel remains virtually the same. Many changes are expected, however, in view of its expanding activities in the international shortwave field. Conferences are currently under way with the Board of War Communications and the Rockefeller Committee looking to coordinated and more efficient use of this country's privately operated shortwave system, and Mr. Sherwood told BROADCASTING that plans are progressing "very satisfactorily" to all concerned.

It is believed definite that the Government will not take over the shortwave plants of this country but will continue to program the stations and pay for time and facilities. Methods of payment have not yet been decided upon.

During Mr. Brophy's absence in London, his duties, largely technical, will be taken over by Roy Corderman in Washington and Pete Nelson and Carroll Hauser in New York. In the negotiations currently under way in Washington, Mr. Sherwood's aide is Gordon Persons, one-time part owner and manager of WSFA, Montgomery, Ala. Mr. Persons formerly was with the Donovan Committee, but left some time ago to return to his home State. He returned recently, however, to rejoin the Washington staff under Mr. Brophy.

Irving Pflaum, former *Chicago Times* foreign editor, who headed the old Donovan Committee news staff, is still in London but is expected back shortly. His duties have been taken over by Richard Hollander, former managing editor of the *Washington News*.

OWI DOMESTIC BRANCH BUREAU CHIEFS UNDER COWLES

Mr. Horton

Mr. Lewis

Mr. Mellett

Mr. Fleming

Miss Blackburn

Mr. Hamblet

BUREAU CHIEFS serving under Gardner Cowles Jr. in the OWI Domestic Branch are (l to r): Robert Horton, former Scripps-Howard writer, recently information director of the Office for Emergency Management, chief of News Bureau; William B. Lewis, former CBS program vice-president, recently radio chief and associate director of the Office of Facts & Figures, Radio Bureau; John R. Fleming, formerly with the Dept. of Agriculture, Bureau of Publications & Graphics; Lowell Mellett, administrative aide to President Roosevelt, Bureau of Motion Pictures; Katherine C. Blackburn, former assistant to Mr. Mellett in the administration of the old Office of Government Reports, Bureau of Public Inquiries; Philip Hamblet, former executive officer of Office of Government Reports, Bureau of Special Operations.

Song for Davis

A TUNE dedicated to Elmer Davis, OWI chief, and inspired by his policy of "letting the nation have the news, good or bad, as long as it divulges no military secret," has been written by Irving Caesar, composer, and aired for the first time on his *Sing A Song of Safety* on MBS July 19. Title of the song is "The News is Good—The News is Bad".

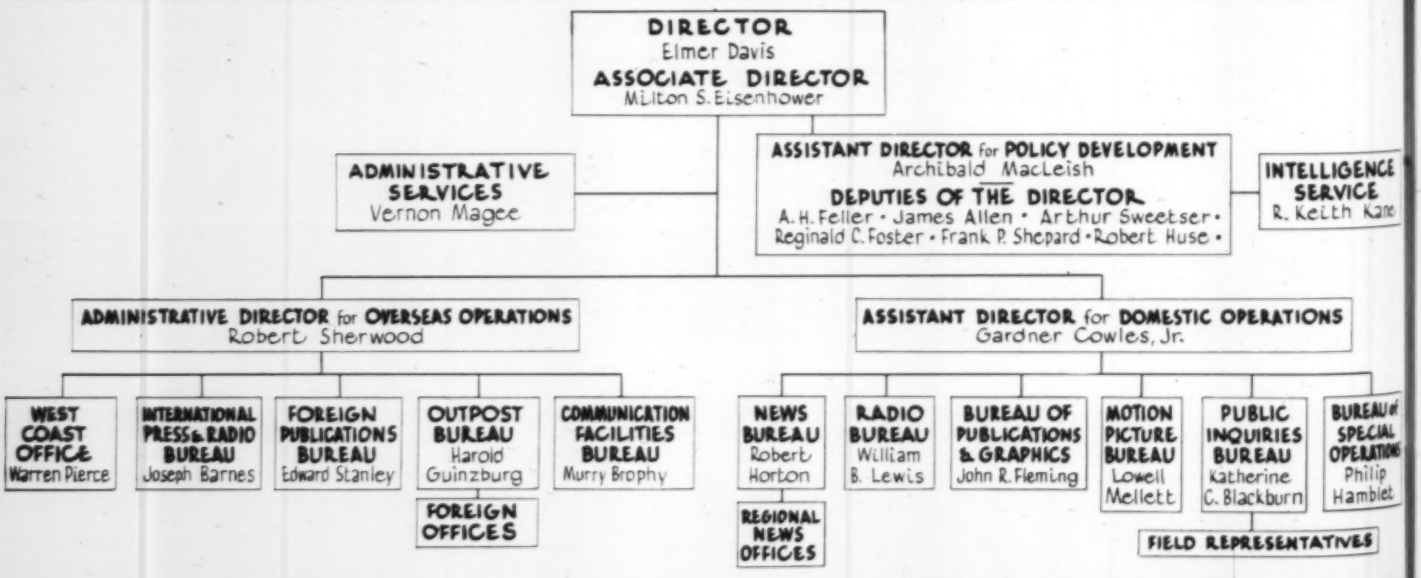
Standard Brands Shifts Royal Desserts to JWT

STANDARD BRANDS, New York, which in February 1940 switched the Royal Desserts account from J. Walter Thompson Co., New York, to Sherman K. Ellis & Co., New York, last week transferred the account back to J. Walter Thompson "for the time being" according to a Standard Brands spokesman. No reason was given for the shift.

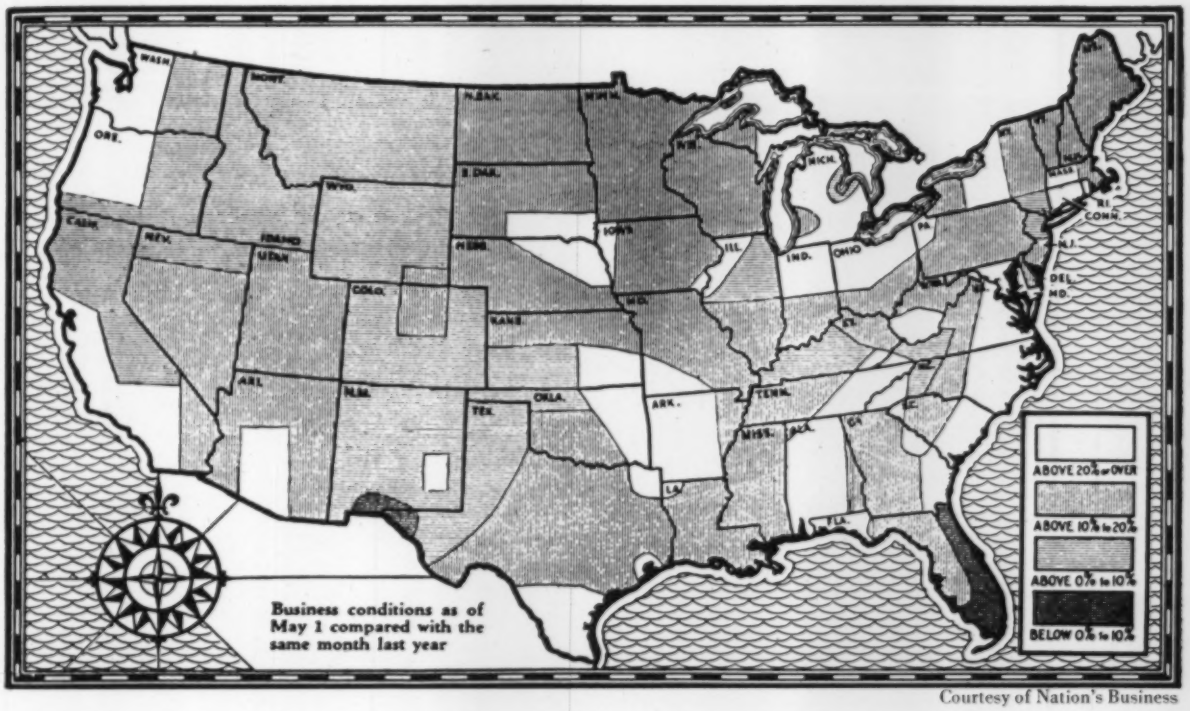
An unconfirmed rumor suggested that the company was planning to promote Royal Desserts rather than Tender Leaf Tea on the NBC (Ohrbach) *Man's Family* program, which is owned by the Thompson agency. Such a change is contemplated, it was understood, because of the proposed rationing of tea, although the sponsor would not confirm the possibility.

Chart of Organization of Office of War Information

Drawn for BROADCASTING by Henry Liebschutz



Shangri-La... How to get there


Business conditions as of May 1 compared with the same month last year
ABOVE 20% or OVER
ABOVE 10% to 20%
ABOVE 0% to 10%
BELOW 0% to 10%

Courtesy of Nation's Business

SHANGRI-LA has appeared in the news several times lately. There have been some pretty apt references as to its location. The map above shows the business man's version – on the Pacific Coast – where war production, buying power and payroll levels are at the highest peak in history. To get to this fabulous land by radio you must use Don Lee, the *only* network that reaches the 10,000,000 people in these 325,000 square miles. Remember, more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station. You can't reach *all* the radio homes in this 1200 mile strip any other way . . . a Hooper Survey proves this.*

***For actual survey, write Wilbur Eickelberg, Gen. Sales Mgr.*

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE PRESIDENT,
GENERAL MANAGER

Mutual
DON LEE

MUTUAL DON LEE BROADCASTING SYSTEM • 5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA

Connor Explains Radio Alert Plan

Federal Officials Get Details On West Coast System

AT THE REQUEST of several Government war agencies, Richard F. Connor, director of radio coordination for the Southern California Broadcasters Assn., was in Washington last week to outline methods employed by stations in the area in collaboration with the Fourth Fighter Command.

Undertaken some seven months ago, the coordinated plan of operation, covering everything from maintenance of radio silence and alerts to clearance of Government programs, is being used as a pattern for cooperative setups in other areas. The alert system, tying in all stations in the area, has been adapted for use in the New York metropolitan area and probably will be employed as the base for other cooperative ventures.

Mr. Connor, former West Coast station manager and news editor, was called in by the Southern California association to organize the radio center. Because of the manner in which the plan has functioned, authorities here were anxious to get the details. Mr. Connor conferred with radio officials of the Army, Navy, Treasury, OWI, and other Government organizations. All stations in the Southern California area, from San Luis Obispo to San Diego, and all of the networks, are cooperating in the operation. In all, there are 29 stations, aside from CBS, MBS, Don Lee and the BLUE.

Networks Consider Plan

The Southern California association established its radio center on Dec. 15—just a week after the Pearl Harbor attack. Lawrence W. McDowell, general manager of KFOX, Long Beach, is chairman of the executive committee of SCBA, which established the operating plan. Other members are Donald W. Thornburgh, CBS vice-president; Harry Maizlish, KFWB, Hollywood; Van C. Newkirk, MBS-Don Lee; Harry W. Witt, CBS-KNX.

Mr. Connor was in New York last Thursday to discuss the entire operating plan with A. A. Schechter, NBC news chief; E. K. Cohan, CBS director of engineering; Adolph Opfinger, MBS program service manager. Enroute to Los Angeles, he planned to stop in Chicago, at the suggestion of Treasury radio bond drive officials, to discuss aspects of the program clearance operation with network and station representatives there.

Bank Group Plans

NEW YORK STATE Savings Bank Assn., New York, which has used spot radio in the past, is understood to be interested in sponsoring participations on women's programs in the state to interest women in starting savings accounts. No details have been released as yet. Agency is Ruthrauff & Ryan, New York.

Suit Based on Fees Charged For Transcriptions Deferred

Test Case Involved Legality of Charges Made By Copyright Owners for the Use of Discs

SYDNEY M. KAYE, New York attorney and executive vice-president of BMI, last week announced termination of his representation of Associated Music Publishers, which early this year retained Mr. Kaye to prosecute a test suit to determine whether transcriptions are included under the provisions of the Federal Copyright Law dealing with recording rights [BROADCASTING, March 16].

Break in the professional relationship follows a decision of AMP not to go ahead with its projected legal action for business reasons of the company, Mr. Kaye stated, and "has taken place without and diminution of the friendly relationship between the officers of Associated and myself."

Interpretation of Law

The proposed test case was predicated on the belief of AMP, held also by certain other transcription companies, that transcriptions, within the meaning of the Copyright Act, are "parts of instruments" which serve to reproduce mechanically musical works and are therefore subject to the royalty payment of 2 cents per pressing per musical composition which the law sets as the maximum recording rights fee for phonograph records.

Despite this statutory limitation on recording fees, which has been the maximum paid for phonograph records, copyright owners of music have charged transcription manufacturers fees as high as $15 per selection per year, with additional fees of 25 to 50 cents per selection per performance for commercial use.

It has been estimated that in the aggregate the transcription industry has paid to the music publishers more than $1,000,000 annually for the right to record music for broadcast use. This sum is in addition to the broadcasting rights paid by the broadcasters to the copyright owners, usually through licensing organizations such as ASCAP, BMI, SESAC, etc.

Discussion of a test suit had been going on in the transcription industry for several years and at one time it appeared as if such a suit would be undertaken as an industry matter, with the costs shared by the various companies in the field. None of the plans ever came to fruition, however, and in February AMP retained Mr. Kaye to represent it as an individual company in such test litigation. He thereupon wrote, on behalf of AMP, to Harry Fox, agent and trustee for some 500 publishers and manager of the Music Publishers Protective Assn., notifying Mr. Fox that the copyright issue would be tested.

Suit Dropped

Shortly thereafter Mr. Kaye's retention had been announced, changes occurred in the ownership and management of AMP as a result of which the test suit was dropped for the time being.

Mr. Kaye therefore requested that he either be relieved of his retainer or be allowed to proceed with the litigation. The company decided that it does not wish to go ahead at this time when the industry is beset with so many immediately pressing problems.

Mr. Kaye stated, in describing the situation: "AMP originally retained me to bring a test case in order to determine whether electrical transcriptions fall within the provision of the Copyright Act which establishes two cents as the maximum fee for the recording of any musical composition.

"Due to business reasons, AMP has decided not to press such a suit at the present time, and I have, therefore, at my request, been relieved of my retainer. The termination of my professional relationship with AMP in this matter, as a result of AMP's business decision, has taken place without any diminution of the friendly relationship between the officers of AMP and myself."

GENEALOGY OF CHURCH family, dating back to 900 A.D., is presented to Arthur B. Church (left), president of KMBC, Kansas City, by his father, Charles F. Church, of Lamoni, Ia. The elder Church spent his spare time during the past eight years compiling the history.

WAR CONDITIONS
Explained In New Program by National C. of C.

ENLISTING radio in a widespread public service, the United States Chamber of Commerce is currently producing a weekly transcribed program, *Action on the Home Front*, which consists of careful interpretation of the Government's mobilization at home.

Business men throughout the country are encouraged to submit questions which are answered by experts of the Chamber and edited for broadcast needs by Hardy Burt, radio director of the national Chamber of Commerce.

At present, 91 stations, representing each of the four major networks, are broadcasting this program in cooperation with local chambers of commerce. Although the title is the same as that of the original series which featured business leaders each week the current pattern of answering question was originated July 6.

This program is being made available to stations through their local chambers of commerce although it was pointed out by an official of the U. S. Chamber of Commerce that stations may also obtain the program by themselves for use as a sustaining feature.

School Spot Drive Now on 21 Outlets

Chicago Sponsor Plans Use Of 53 Programs Next Fall

AMERICAN SCHOOL, Chicago, which has been steadily expanding its use of radio for home study courses since a test spot campaign on WOV, New York, two years ago [BROADCASTING, Aug. 4, 1941], is now using five-minute or quarter-hour news and musical programs on six stations, and one-minute announcements on 21 stations throughout the country.

For a fall campaign, which starts Aug. 31, 53 stations have already been lined up. The school finds that radio can offer its products in territories where they have never been able to successfully advertise by any other medium, according to Loye Minor, who handles the account for Equity Adv., New York.

New Series Placed

Having completed a 13-week campaign of news and music programs, in April [BROADCASTING, Jan. 12, 1942], the school lined up a schedule of similar programs on a new group of stations, including KIEV KFDM WXYZ WAAF WDGY WINS. Additions to the list [BROADCASTING, April 6] of stations carrying live announcements at their discretion are: WMMN WMCA WLIB WBYN WJAS WSRR WJBC KTBI WFMJ KSAN KFEL. While some stations have been added, others have been dropped from the original list.

Dental Assn. on Don Lee

SOUTHERN CALIFORNIA State Dental Assn., Los Angeles (institutional), in a 52-week campaign which started July 19, is sponsoring a weekly quarter hour dramatic commentatory series titled *America's Week At War*, on eight California Don Lee stations (KEX KGB KFXM KPMC KVEC KDB), Sundays, 8:45-9 a. m. (PWT). Featured are Norman Nesbitt and Harrison Wood, who analyze significance of news and commentate of the week. Portion of the broadcast is also devoted to answering timely questions submitted by listeners. Agency is Little & Co., Los Angeles.

BY MAIL

WHN
1540 Broadway
New York City

OR BY *MILLIVOLTS*

Take your choice...

Measured either by mail response or by millivolts-per-meter, America's Most Powerful Independent Station today covers a lot of territory.

WHN

If WHN's new fifty-thousand-watt coverage maps and data aren't in your files, write for them today.

50,000 WATTS • 1050 CLEAR CHANNEL

CHICAGO OFFICE: 360 NORTH MICHIGAN AVENUE

AMERICA'S MOST POWERFUL INDEPENDENT STATION

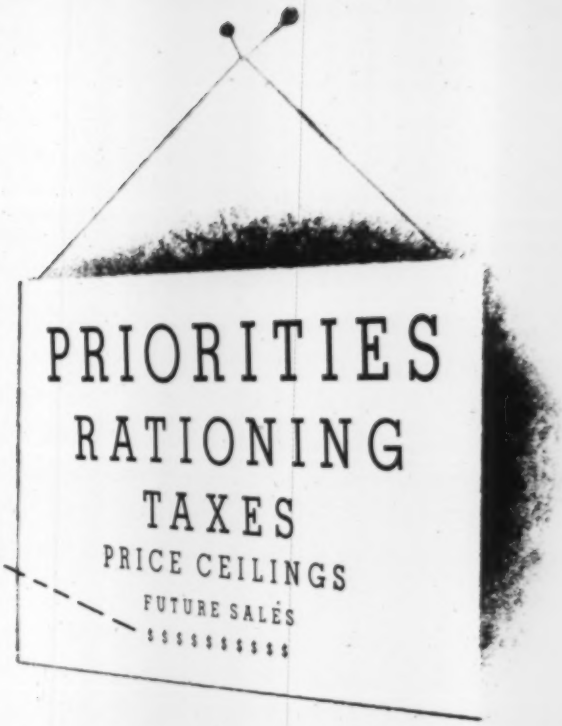
Don't Let Near-Sightedness

Under present-day conditions, there's a temptation to curtail advertising—a tendency to forget that the most economical insurance for tomorrow's sales is to keep alive the reputation your product enjoys today. The best way to do this job is "on the air." Radio has proved itself unequalled as a *selling* medium—and it's even more outstanding as the medium to *keep 'em remembering.*

Today, when *cost* plays such an important part in the selection of an advertising medium, remember that the Blue Network gives you nationwide coverage of all income classes at the *lowest cost per family reached* offered by any medium entering the home. And this Blue coverage is concentrated in the important 561 counties where 80% of all U. S. retail sales are made. (Incidentally, 14 new "money market" stations have been added to the Blue since January 1942.)

Blue Network sponsored shows are backed by live, enterprising audience-promotion campaigns, planned by the Blue. Add to this the Blue's new sustaining program policy—which encourages the *competitive showmanship* of leading independent program producers—and you see

XUM



ss Hurt Your Business Vision!

why the Blue *reaches* more homes per dollar.

No wonder 16 new advertisers have chosen the Blue this year — more new accounts than any other network. Satisfied advertisers, old and new, are proving to themselves "*it's easy to do business with the Blue.*" Blue Network Company — A Radio Corporation of America Service.

the **blue** network

WJWC Operates With 5 kw. Power

Former WHIP Completes Staff And Changes Its Hours

SIMULTANEOUSLY with its change of call letters, WJWC, formerly WHIP, Hammond-Chicago, went on the air as a fulltime 5 kw. station on July 11. Operating with a five-tower Lehigh directional array, the station's new operating hours are from 6 a.m. to 12:30 a.m.

A majority interest in the station, formerly held by Dr. George F. Courrier, was recently acquired by John W. Clarke [BROADCASTING, July 6]. Marshall Field, owner of the *Chicago Sun*, retained 5% interest in the stock transfer.

Headed by William Cline, vice-president and general manager, the reorganized staff includes: Frank Baker, program director, formerly of WLS, Chicago; Mark Love remains production manager; Bert Julian, in charge of the Hammond studios, formerly of WIBC, Indianapolis, and WDZ, Tuscola, Ill.; John McEllen, business manager, formerly of the Chicago Board of Trade staff; William Albright, chief engineer, formerly Chicago sound engineer; Gladys Jones, in charge of traffic, formerly of home talent division of WLS.

News Setup

As part of the complete reprogramming of the station, the *Air Edition of the Chicago Sun*, under the direction of Clifton Utley, Chicago and NBC comentator, will orginate, write and produce all news programs on the station from special studios at the *Chicago Sun*. Starting July 20, 10-minute news programs will be broadcast every hour on the half-hour with a nightly commentary by Mr. Utley.

The following full staff of the *Air Edition* has been appointed by Mr. Utley; Joe From, assistant editor, formerly acting chief of the Chicago bureau of PA, AP radio subsidiary; news writers, Rod Holmgren, formerly news editor of Iowa State Network; Arch Farmer, formerly news editor of WBBM, Chicago; Bill Costello, formerly farm editor of WBBM; Bill Crocker, formerly of WGN, Chicago; announcers, Mike Conner, formerly of WMIN, Minneapolis, and Myron Wallace, freelance. Dr. Albert Parry, formerly U. of Chicago instructor and an expert on European affairs, has been appointed research director; Janet Chatten, special writer, formerly on the staff of *Scholastic Magazine*, New York, and Renelda Ruch, secretarial assistant to Mr. Utley, formerly of International Radios Sales and WBS, Chicago.

Caribbean Order

REMOVAL and impounding of all amateur radio communication equipment, as well as all apparatus not authorized under FCC license or construction permit, in Puerto Rico and the Virgin Islands has been ordered by the Board of War Communications under Order 12.

Radio Retailing

"Be It Ever So Humble—There's No Place Like Home This Summer!"

Mr. Amplistat Returns

BY MAURICE CONDON

Many will remember Mr. K. W. Amplistat and his admirable effort in ferreting out clichés that occur so often in broadcasting. Mr. Amplistat in these columns has already "exposed" dance band announcers, serious music commentators and sports broadcasters. Salesmen—broadcasting time sellers—form the next group for declichément by Mr. Condon, of the staff of WGAR, Cleveland.

Q. You are a salesman of radio time?

A. I am a commercial representative of a broadcasting station. We blanket the—

Q. Thank you, not yet. Who is your immediate superior?

A. The sales manager, and if that guy would only give me a break and—

Q. He assigns the accounts?

A. That's the trouble.

Q. What kind of accounts does he refer to you?

A. Dogs — strictly dogs. The plums all go to—

Q. I understand.

A. And don't ask me what I call the sales chief because it's a definite cliché and unprintable.

Q. I'll bear that in mind. Do you inform him of your day's activities?

A. I write up the weather report every night.

Q. How do you refer to an account that shows possibilities?

A. A pushover—it's in the bag.

Q. An account that's ready to contract with you for time?

A. I'd say I was 100% sure of getting it.

Q. You mean—all that remains is getting the man's signature?

A. His John Hancock, K. W.

Q. Of course. You put that happy news in your report?

A. I say, "So-and-so will be a member of the happy family soon."

Q. What if things don't look so well on the account?

A. There are several ways to describe this. "No action today; expect something in the very near future".

Q. I see.

A. Or, "I submitted some good evening availabilities but they were rejected". Or, "The deal is due to break soon."

Q. Now—

A. There are more. "I am keeping close to this as developments may happen very quickly". "Am sitting on this. He should be good for several half hours a week". Or, "This one's in the hopper."

Q. Excellently put. How about obdurate clients?

A. I report them as tough babies.

Q. How about the unapproachables?

A. "This client," I report, "wouldn't pay the line charges to broadcast the Last Supper."

Q. That seems to describe the situation.

A. Sometimes I put down, "This guy wouldn't give you the sweat off his ears."

Q. Precisely. Do you ever attend the baseball game, Mr. Salesman?

A. I like a ball game on Sundays or holidays. My work prevents me from attending other times.

Q. Naturally it would. Assuming, in complete confidence of course, that you happen to find yourself back of first base some weekday afternoons, what does your report consist of for that time?

A. Off the record, sub rosa, and under your hat, here's the gimmick. You put down, "I think I can get this guy for announcements later on." Or, "Says he's doing too much business. Call back". "In conference. Call back." "Appropriation not made up yet. Check later." "Will get this cookie in for an addition later on."

Q. Admirably vague.

A. But here's the kicker. Sometimes I put down, "He was out at the ball game—the lucky stiff. Ain't that rich?

Q. It is indeed ironic. Tell us what difficulay do you have with salesmen representing competing stations?

A. Those clucks. What liars!

Q. They misrepresent the facts?

A. Well, look! With that wave length and 500 watts and a transmitter that Marconi must have made and that's held together with baling wire—how—I ask you—how can they put out 2 millivolts in Callawallader County? They don't have 2 millivolts a hundred yards from their antenna. And those rates!

Q. You mean, they make special concessions?

A. Well, all I know is their rate card is practically written in water on a piece of hot blubber.

Q. Variable, I assume.

A. Take Gronnus Doggie Dell Casies. They gave him everything but the call letters! What a bunch of thieves!

Q. Calm yourself, sir.

A. Their coverage area—phooey!

Q. I see I shall have to change the subject, Mr. Salesman. Tell us what are some of the requisities of successful radio selling?

A. Pound the pavement. Make calls. Tell your story. Get out and and keep tellin' 'em!

Q. You believe in an early start?

A. Right after the chief's finished spreading that grease. What that bum don't know about selling would fill a book!

Q. I see; immediately after the morning sales meeting, you make your calls.

A. Sometimes I stop for a coffee. Helps me get the day mapped out.

Q. Suppose you inadvertently oversleep and have insufficient time to make the morning sales meeting?

A. I call up the bull o' the woods.

Q. You explain you overslept?

A. Not on your life! I tell him I'm stopping in at Murphy's Muffins on the way down.

Q. A harmless subterfuge. By the way, how are you progressing on Murphy's Muffins?

A. Nothing new to report. I've submitted some good availabilities. I'm watching this one closely; it should hatch any minute. He's good for a coupla half hours, anyway. Maybe a schedule of spots, too. Their appropriation isn't made up yet, but we'll get a slice of this baby. I'll get 'em on the dotted line. The agency says—

Q. That's what I thought, Mr. Salesman. Thank you.

AS A TRIBUTE to radio's increasingly important role in world events today, NBC has published a 12-page booklet titled "Ear Witness", written by L. M. Masius, executive vice-president of Lord & Thomas, New York, who was in England Sept. 3, 1939, when England and Germany declared war.

THERE'S NOT ANOTHER LIKE IT!

Nowhere else has Nature duplicated the unique formation known to generations of tourists as Natural Bridge in Virginia.

Nor is there another combination "just as good" as Southern New England's favorite station in conjunction with a primary listening area that leads the nation with a per family buying income 66% above the national average.*

Make the most of WTIC's proved ability to bridge the gap between your product and the responsive, friendly (and able-to-buy) audience it reaches. Plan your own test—and let WTIC prove its ability to get results.

THERE'S NOT ANOTHER LIKE IT!

* Sales Management, April 10, 1942

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

WBAX Frequency To New Applicant

Northwestern Broadcasters Inc. Gets Wilkes-Barre CP

CLIMAX of the three-year-old revocation proceedings against WBAX, Wilkes-Barre, Pa., loomed last week when the FCC on July 15 announced the proposed grant of a new 100-watt station in that city on the 1240 kc., frequency of WBAX to Northeastern Pennsylvania Broadcasters Inc.

The other three applications for the facilities of WBAX—Wilkes-Barre Broadcasting Corp., Central Broadcasting Co. and Key Broadcasters Inc.—were to be denied.

Lengthy Proceeding

WBAX has been operating on temporary licenses ever since the FCC denied the renewal application of the station in the Spring of 1941. The denial was the outgrowth of an Aug. 8, 1939 order of the Commission in which John H. Stenger Jr. was asked to show cause why his license should not be rescinded.

The FCC contended that the owner was not qualified financially or otherwise to continue operation of the station. The FCC report also stated that "false representations" had been made by WBAX, adding that the station had been transferred to Glenn Gillett and Marcy Eager, Washington, D. C., consulting engineers, and Stenger Broadcasting Corp., without the written consent from the FCC.

Although the revocation was ordered over a year ago, the FCC has allowed WBAX to operate under temporary licenses since a definite need for a second station in that region was established. The only other Wilkes-Barre station is WBRE, a local operated by Louis G. Baltimore.

Principals in the successful applicant are eight local businessmen each holding 200 shares of common and preferred stock. They are Robert Doran, attorney, president; Joseph M. Bittenbender, owner of J. S. Bittenbender Co., vice-president; H. Melvin Vivian, lumberman, treasurer; W. Earl Tremayne, engineer, secretary; Samuel Hirshowitz, clothier; R. H. Levy, baker; William J. Rooney, restaurant owner; Charles Weissman, auto accessory dealer.

Also announced was the proposed grant of a renewal license to WELL, Battle Creek, Mich., which had been set for hearing to examine the type of management contracts entered into by the station. In its proposed findings of facts and conclusions, the FCC stated "We are satisfied, however, that the contracts of 1932, 1934 and 1938 were not observed in practice and that they were not intended to delegate the licensee's responsibilities to the station manager. Control of the station has always remained in the licensee".

Other actions include the proposed denial of an application of KMLB, Monroe, La., which had sought to change to 1440 kc., increasing to 1,000 watts fulltime with a directional antenna at night; and the denial of a petition of Butler Broadcasting Corp. to set their application for a new station construction permit for hearing, pursuant to the Commission's memorandum opinion of April 27.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

ADOLPH GETS POPPED in Charleston, W. Va., every time a war stamp or bond is purchased at the WCHS booth there. The station had a slot machine rifle range set up in the downtown section of the city with a revolving figure of Hitler. Each purchaser is entitled to 10 shots at Schicklegruber. According to the station, the only cost involved was the show card since the machine was loaned.

Are You Younger?

JACK B. MERRIMAN of KROY, Sacramento, Cal., has good reason to believe that he is the youngest announcer and control operator in radio. Jack was hired four months ago while still 16. Now 17 he has written BROADCASTING to ascertain if a younger man can be found in the business—working, of course, in the same capacity. He would like to carry on correspondence with such a young man. If none can be found, he says, then "the starkest fledgling in the craft" is Jack B. Merriman.

WIBG PURCHASES TRANSMITTER SITE

A TRACT of 35 acres at Spring Mill Road and Ridge Pike at Whitemarsh Township, Pa., has been sold by Albert M. Greenfield & Co., Philadelphia, to the Seaboard Radio Broadcasting Corp., operating WIBG, Glenside, Pa. The radio corporation, it was announced on July 10, has constructed a new transmitter building and antenna system on the tract, and is presently installing a new 10,000-watt transmitter.

When completed, the project will represent an investment of $150,000. The FCC last Aug. 22 authorized WIBG to increase its power from 1,000 to 10,000 watts with unlimited hours. Last September, WBIG obtained a long-term lease on a three-story building at 1423 Walnut St., in downtown Philadelphia, for its new studios and offices. The station has been operating at Glenside in the suburban Philadelphia area.

JOHN ARTHUR STOCKTON, New York radio actor, has been signed for a major role in the Columbia film, "The Commandos".

Transfer of WO Is Set for Hearin

Proposed Management Said Form Basis for FCC Act

EXERCISING renewed vigila over operation of foreign langua stations, the FCC last Tuesday d ignated for hearing the applicati for proposed sale of WOV, N York, by Arde Bulova to Me Bros., Brooklyn food and chemi manufacturers, who specialize the manufacture of an Italian co ing oil. The proposed sales tra action was completed last Ma by Mr. Bulova and his brother-l law, Harry Henschel, former ma ager of WOV now in the Ar Air Forces, for approximat $300,000.

The FCC made no explanati in announcing designation of t transfer for hearing. It was unde stood reliably, however, that so question had been raised regardi proposed management of the st tion, particularly since it serves substantial Italian audience. Th New York tabloid, *PM*, in its Ju 14 issue, published a signed sto that Andrea Luotto, an Italia born advertising agent of "pr nounced pre-Pearl Harbor Fasc leanings", would become the st tion's directing head. Editorial it implored the FCC to look in the matter.

Mr. Bulova, watch manufactur and station owner, acquired WO several years ago as a dayti station from the late John Iraci. H is also principal owner of WNE New York.

Basis of Action

Mr. Bulova did not want to s WOV. It is understood, howeve that he sought a purchaser becau of the FCC policy against multip ownership, even though there is regulation on the books banning Presumably, the suggestion for sale came from FCC sources.

After consummation of the tra action, subject to FCC approv it is understood that certain Ge ernment agencies thought it wo be unwise to transfer so importa a foreign language outlet to m with no experience in the broa casting field. A recommendati against a change of ownership this time subsequently was ma to the FCC and apparently resulte in the Commission's action of l Tuesday designating the transf for hearing.

Under the proposed transactio Murray and Meyer Mester wou acquire 50% of the Class A sto of the Wodaam Corp., operatin WOV, as well as 80% of the co mon stock. Richard F. O'Dea wou retain his interest in Wodaam holding 50% of the preferred an 20% of the common stock.

The station operates on 1280 k with 5,000 watts six-sevenths tim sharing with WHBI, Newark.

CALL LETTERS of the new lo recently granted in Portsmouth, Va. are to be WSAP. The FCC also re veals that WMSD, Muscle Shoals Ala., has changed to WLAY.

XXXVII. CENSUS OF RADIO HOMES IN THE STATE OF SOUTH CAROLINA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Abbeville	5,399	42.5	2,303	1,371	59.4	814	1,137	57.0	648	2,891	29.1	841
Aiken	12,418	49.3	6,090	2,516	62.9	1,582	4,935	60.8	2,999	4,967	30.4	1,509
Allendale	2,916	25.3	737	....	....	....	1,019	48.6	495	1,897	12.7	242
Anderson	20,746	62.8	13,005	6,582	71.2	4,687	6,488	75.3	4,884	7,676	44.7	3,434
Bamberg	4,202	31.6	1,330	802	56.9	457	1,251	38.7	484	2,149	18.1	389
Barnwell	4,780	24.9	1,184	....	....	....	1,753	43.5	762	3,027	14.0	422
Beaufort	4,935	23.7	1,163	865	60.0	519	1,505	22.9	344	2,565	11.7	300
Berkeley	5,779	26.5	1,529	....	....	....	2,127	40.2	854	3,652	18.5	675
Calhoun	3,610	25.5	930	....	....	....	854	46.7	399	2,756	19.3	531
Charleston	31,907	55.1	17,589	20,410	61.9	12,636	8,042	54.0	4,344	3,455	17.6	609
Cherokee	7,248	58.6	4,252	1,960	73.6	1,443	1,919	68.3	1,311	3,369	44.5	1,498
Chester	7,374	50.0	3,693	1,795	67.0	1,202	2,311	73.8	1,706	3,268	24.0	785
Chesterfield	7,601	42.1	3,206	1,141	62.8	716	1,732	53.9	933	4,728	32.9	1,557
Clarendon	6,377	25.7	1,642	....	....	....	1,483	53.2	790	4,894	17.4	852
Colleton	6,145	30.4	1,864	880	63.1	555	1,430	29.0	415	3,835	23.3	894
Darlington	10,269	45.1	4,621	3,103	61.0	1,891	2,426	47.4	1,149	4,740	33.4	1,581
Dillon	6,180	41.3	2,548	978	64.0	626	1,350	48.8	660	3,852	32.8	1,262
Dorchester	4,473	38.0	1,704	820	69.6	571	1,713	37.0	633	1,940	25.8	500
Edgefield	4,035	32.9	1,334	....	....	....	1,345	53.9	725	2,690	22.7	609
Fairfield	5,266	36.9	1,929	829	55.0	456	1,734	55.1	955	2,703	19.2	518
Florence	15,597	47.1	7,351	4,965	64.9	3,223	2,566	53.7	1,378	8,066	34.1	2,750
Georgetown	5,994	36.7	2,198	1,480	60.5	895	2,201	32.9	725	2,313	25.0	578
Greenville	33,813	70.3	23,757	10,347	69.5	7,192	16,377	75.9	12,429	7,089	58.3	4,136
Greenwood	9,474	57.7	5,459	3,369	68.0	2,291	3,300	66.5	2,195	2,805	34.7	973
Hampton	4,106	27.0	1,109	....	....	....	1,773	40.3	714	2,333	16.9	395
Horry	10,831	38.3	4,144	1,206	58.8	709	2,061	44.7	920	7,564	33.2	2,515
Jasper	2,490	27.7	690	....	....	....	1,302	35.7	465	1,188	18.9	225
Kershaw	7,189	37.2	2,649	1,534	58.4	896	1,707	43.1	736	3,948	25.8	1,017
Lancaster	7,360	57.4	4,221	1,143	73.6	841	2,787	67.7	1,888	3,430	43.5	1,492
Laurens	10,106	56.2	5,664	3,275	69.0	2,258	2,264	66.8	1,513	4,567	41.4	1,893
Lee	5,311	28.4	1,506	799	54.5	436	337	39.3	133	4,175	22.4	937
Lexington	8,399	52.7	4,427	749	64.8	486	3,797	63.6	2,413	3,853	39.7	1,528
McCormick	2,271	25.8	585	....	....	....	671	44.8	301	1,600	17.7	284
Marion	6,600	44.1	2,898	2,585	57.1	1,477	935	40.4	378	3,080	33.9	1,043
Marlboro	7,259	35.5	2,579	1,311	62.2	816	1,689	47.1	795	4,259	22.7	968
Newberry	7,960	48.0	3,814	2,768	70.9	1,964	1,448	54.1	783	3,744	28.5	1,067
Oconee	8,080	51.5	4,161	704	62.4	440	2,839	64.3	1,826	4,537	41.8	1,895
Orangeburg	14,651	34.5	5,049	2,947	56.5	1,666	3,440	47.4	1,629	8,264	21.2	1,754
Pickens	8,281	63.1	5,215	1,276	79.6	1,016	3,221	71.8	2,314	2,784	49.8	1,885
Richland	24,210	65.5	15,856	16,288	73.5	11,974	4,563	62.2	2,839	3,359	31.0	1,043
Saluda	3,861	37.0	1,426	53	66.0	35	646	64.4	416	3,162	30.8	975
Spartanburg	29,497	67.6	19,936	9,361	73.3	6,859	11,983	73.6	8,825	8,153	52.1	4,252
Sumter	11,521	38.5	4,437	4,186	60.8	2,543	2,263	40.6	919	5,072	19.2	975
Union	6,908	55.8	3,847	2,198	68.1	1,498	2,470	67.7	1,673	2,240	30.2	676
Williamsburg	8,315	27.4	2,275	843	59.4	500	709	53.1	377	6,763	20.7	1,398
York	13,224	58.4	7,730	6,064	76.9	4,661	2,216	64.7	1,435	4,944	33.1	1,634
State Total	434,968	49.6	215,636	123,503	67.1	82,831	126,119	60.0	75,509	185,346	30.9	57,296

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Charleston	20,410	61.9	12,636
Columbia	15,363	72.4	11,128
Greenville	9,708	68.1	6,612
Spartanburg	8,326	72.5	6,039

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XXXVIII. CENSUS OF RADIO HOMES IN THE STATE OF INDIANA

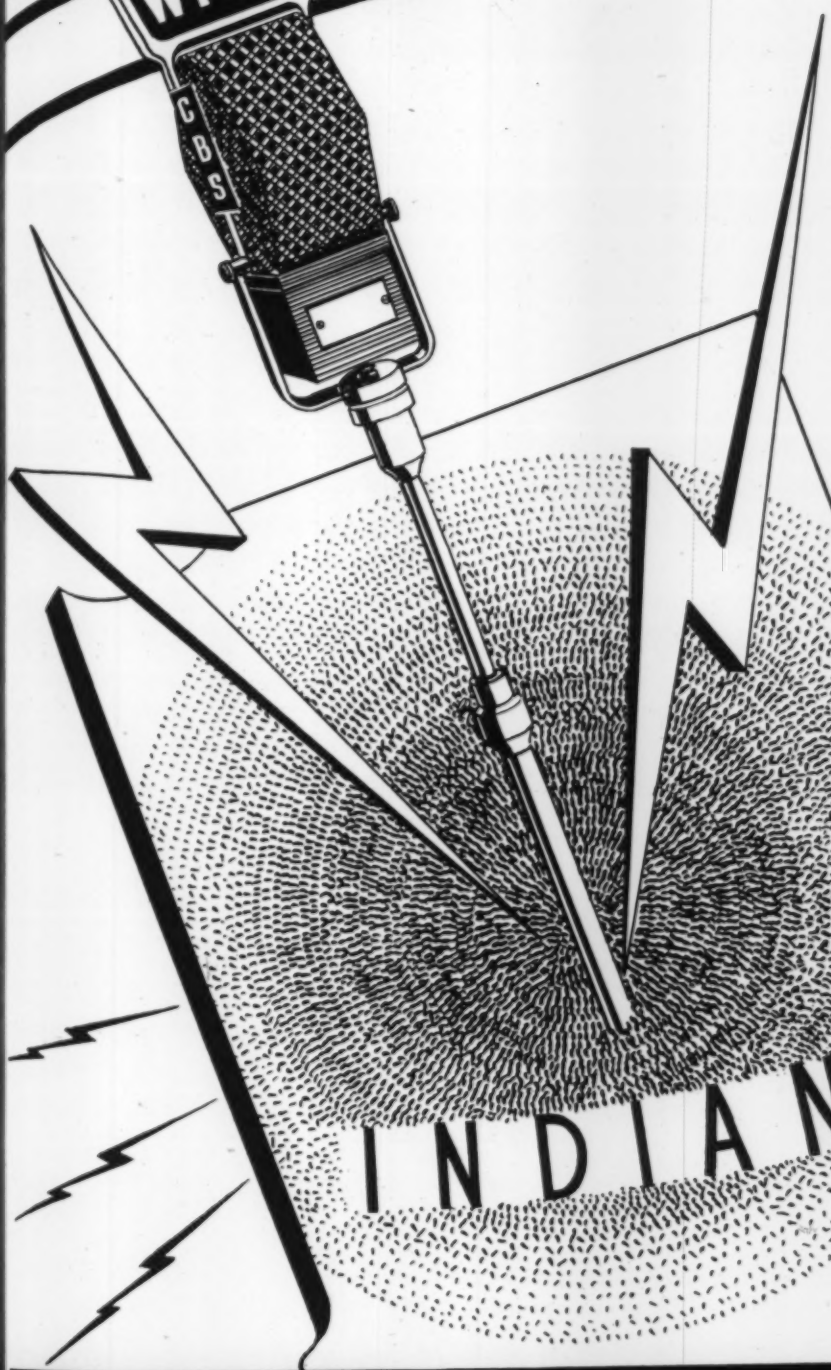
Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,455	88.7	4,836	1,686	94.7	1,598	1,374	91.3	1,254	2,395	82.8	1,984
Allen	42,223	95.0	40,101	32,998	96.7	31,918	4,680	93.0	4,352	4,545	84.3	3,831
Bartholomew	8,146	85.5	6,963	3,579	93.6	3,349	2,154	80.9	1,743	2,413	77.6	1,871
Benton	3,072	90.2	2,770	....	....	....	1,743	90.2	1,573	1,329	90.1	1,197
Blackford	3,948	91.3	3,603	2,076	93.9	1,949	858	88.9	763	1,014	87.9	891
Boone	6,640	90.7	6,023	2,013	91.2	1,835	1,570	90.1	1,415	3,057	90.7	2,773
Brown	1,618	60.6	982	....	....	....	434	70.2	305	1,184	57.2	677
Carroll	4,599	84.6	3,891	....	....	....	2,329	87.2	2,031	2,270	81.9	1,860
Cass	10,343	91.4	9,454	6,154	95.4	5,868	1,580	85.4	1,350	2,609	85.7	2,236
Clark	8,544	76.1	6,503	3,325	84.3	2,804	3,270	77.8	2,545	1,949	59.2	1,154
Clay	7,348	79.5	5,839	2,452	87.1	2,135	2,628	78.6	2,066	2,268	72.2	1,638
Clinton	8,356	90.3	7,551	4,026	95.2	3,834	1,858	84.4	1,569	2,472	86.9	2,148
Crawford	2,736	61.2	1,673	....	....	....	1,021	75.9	775	1,715	52.4	898
Daviess	7,067	78.5	5,546	2,710	90.4	2,449	1,676	78.9	1,322	2,681	66.2	1,775
Dearborn	6,447	83.3	5,364	2,715	90.8	2,466	1,680	86.2	1,449	2,052	70.6	1,449
Decatur	5,066	78.6	3,980	1,794	83.7	1,502	1,265	74.1	937	2,007	76.8	1,541
DeKalb	7,200	88.8	6,392	2,825	97.0	2,740	1,991	86.0	1,713	2,384	81.3	1,939
Delaware	21,719	93.5	20,316	14,685	94.0	13,810	4,205	92.5	3,888	2,829	92.5	2,618
Dubois	5,597	74.6	4,176	2,380	91.1	2,168	1,209	74.8	904	2,008	55.0	1,104
Elkhart	20,632	90.8	18,744	14,128	96.0	13,570	2,970	87.1	2,587	3,534	73.2	2,587
Fayette	5,455	90.3	4,925	3,700	93.3	3,451	644	82.6	532	1,111	84.8	942
Floyd	10,102	85.8	8,678	7,547	89.9	6,782	1,100	79.6	876	1,455	70.1	1,020
Fountain	5,362	84.6	4,536	1,126	92.3	1,039	2,315	82.7	1,915	1,921	82.3	1,582
Franklin	3,831	73.3	2,811	....	....	....	1,654	83.0	1,374	2,177	66.0	1,437
Fulton	4,615	88.1	4,066	1,185	95.7	1,134	1,162	89.1	1,035	2,268	83.7	1,897
Gibson	8,563	80.9	6,924	3,249	87.5	2,843	2,567	81.6	2,095	2,747	72.3	1,986
Grant	15,783	92.7	14,635	8,985	93.7	8,421	3,831	92.9	3,558	2,967	89.5	2,656
Greene	9,150	77.9	7,121	2,993	87.4	2,616	2,898	79.8	2,313	3,259	67.3	2,192
Hamilton	7,462	88.4	6,595	1,738	91.1	1,584	2,537	88.5	2,246	3,187	86.8	2,765
Hancock	5,276	87.9	4,639	1,545	90.5	1,398	1,683	88.6	1,491	2,048	85.5	1,750
Harrison	4,562	66.4	3,030	....	....	....	1,601	74.8	1,197	2,961	61.9	1,833
Hendricks	5,896	86.2	5,083	....	....	....	2,993	88.8	2,659	2,903	83.5	2,424
Henry	11,252	91.7	10,323	4,773	95.2	4,542	3,949	89.5	3,535	2,530	88.8	2,246
Howard	13,528	93.2	12,614	9,579	94.4	9,041	1,831	90.4	1,655	2,118	90.5	1,918
Huntington	8,557	91.8	7,854	4,024	95.0	3,823	1,961	88.3	1,731	2,572	89.4	2,300
Jackson	7,296	79.7	5,816	2,578	89.3	2,301	2,098	80.6	1,691	2,620	69.6	1,824
Jasper	3,859	86.9	3,354	996	95.2	948	811	84.8	688	2,052	83.7	1,718
Jay	6,666	88.5	5,902	2,840	93.8	2,665	1,281	86.5	1,108	2,545	83.7	2,129
Jefferson	5,293	76.2	4,041	2,153	86.9	1,871	822	75.5	620	2,318	66.9	1,550
Jennings	3,428	67.1	2,299	896	91.6	820	634	68.3	433	1,898	55.1	1,046
Johnson	6,516	85.3	5,558	1,815	89.2	1,620	2,322	85.1	1,977	2,379	82.4	1,961
Knox	12,330	83.6	10,310	6,793	88.6	6,016	2,633	79.1	2,082	2,904	76.2	2,212
Kosciusko	8,653	87.0	7,530	1,914	93.2	1,784	3,133	87.8	2,751	3,606	83.1	2,995
Lagrange	3,864	74.7	2,885	....	....	....	1,575	90.5	1,425	2,289	63.8	1,460
Lake	75,902	94.5	71,713	68,895	94.8	65,300	5,046	93.5	4,719	1,961	86.4	1,694
La Porte	16,788	93.0	15,616	11,158	96.9	10,815	2,700	88.3	2,383	2,930	82.5	2,418
Lawrence	9,611	80.8	7,766	4,664	87.4	4,079	2,287	76.4	1,746	2,660	73.0	1,941
Madison	25,325	93.5	23,677	17,032	94.6	16,105	4,640	92.5	4,294	3,653	89.7	3,278
Marion	131,660	94.3	124,210	113,246	94.4	106,854	15,157	94.6	14,342	3,257	92.5	3,014
Marshall	7,329	86.7	6,362	1,726	92.6	1,598	2,641	88.9	2,349	2,962	81.5	2,415
Martin	2,600	64.6	1,680	....	....	....	1,165	75.8	883	1,435	55.6	797
Miami	8,168	90.4	7,382	3,704	94.8	3,512	2,022	87.9	1,777	2,442	85.7	2,093
Monroe	9,981	81.6	8,143	6,031	87.7	5,289	1,727	77.2	1,333	2,223	68.4	1,521
Montgomery	8,305	88.4	7,341	3,397	92.6	3,146	2,190	86.1	1,886	2,718	85.0	2,309
Morgan	5,690	77.5	4,415	1,499	92.6	1,388	1,825	81.0	1,479	2,366	65.4	1,548
Newton	3,022	85.4	2,584	....	....	....	1,720	90.1	1,550	1,302	79.4	1,034
Noble	6,598	87.1	5,748	1,668	96.8	1,614	2,209	87.9	1,941	2,721	80.6	2,193
Ohio	1,118	77.2	863	....	....	....	574	79.6	457	544	74.7	406
Orange	4,748	72.2	3,430	....	....	....	2,466	79.7	1,965	2,282	64.2	1,465
Owen	3,478	67.6	2,351	....	....	....	1,580	75.3	1,189	1,898	61.2	1,162
Park	5,016	77.7	3,899	....	....	....	2,777	78.9	2,190	2,239	76.3	1,709
Perry	4,533	67.7	3,068	1,445	86.4	1,249	1,281	69.9	896	1,807	51.1	923
Pike	4,759	70.7	3,361	951	80.7	767	1,811	76.8	1,391	1,997	60.2	1,203
Porter	7,703	90.7	6,985	2,549	97.0	2,474	2,990	91.8	2,745	2,164	81.6	1,766
Posey	5,437	75.3	4,095	1,735	78.5	1,361	1,755	75.4	1,322	1,947	72.5	1,412
Pulaski	3,216	79.8	2,565	....	....	....	1,391	86.7	1,207	1,825	74.4	1,358
Putnam	5,886	83.5	4,914	1,570	93.6	1,470	1,590	85.1	1,353	2,726	76.7	2,091
Randolph	8,066	87.1	7,031	2,752	96.2	2,646	2,041	84.2	1,718	3,273	81.5	2,667
Ripley	5,213	73.1	3,805	830	94.2	782	1,615	81.2	1,311	2,768	61.9	1,712
Rush	5,465	87.6	4,785	1,829	89.7	1,641	1,272	84.2	1,071	2,364	87.7	2,073
St. Joseph	43,804	94.1	41,204	35,842	95.2	34,108	4,867	91.6	4,456	3,095	85.3	2,640
Scott	2,550	74.7	1,904	....	....	....	1,359	85.0	1,155	1,191	62.8	749
Shelby	7,815	85.8	6,705	3,365	90.9	3,058	1,881	77.8	1,463	2,569	85.0	2,184
Spencer	4,413	67.0	2,956	....	....	....	2,086	74.4	1,551	2,327	60.4	1,405
Starke	3,438	77.5	2,665	....	....	....	1,769	83.8	1,482	1,669	70.9	1,183
Steuben	4,148	85.2	3,532	999	94.6	945	1,348	85.1	1,148	1,801	79.9	1,439
Sullivan	7,939	77.2	6,123	1,592	89.5	1,425	3,520	76.8	2,704	2,827	70.5	1,994
Switzerland	2,438	71.5	1,743	....	....	....	784	78.3	614	1,654	68.3	1,129
Tippecanoe	14,305	92.6	13,247	10,066	94.9	9,548	1,741	87.5	1,524	2,498	87.1	2,175
Tipton	4,385	89.6	3,930	1,539	93.1	1,433	1,069	86.2	921	1,777	88.7	1,576
Union	1,793	86.1	1,543	....	....	....	885	88.5	783	908	83.7	760
Vanderburgh	36,227	88.7	32,136	27,763	89.7	24,891	6,454	87.0	5,615	2,010	81.1	1,630
Vermillion	6,506	83.0	5,401	2,193	90.5	1,985	3,174	80.2	2,546	1,139	76.4	870
Vigo	30,080	86.9	26,153	20,737	89.0	18,451	6,909	83.2	5,748	2,434	80.3	1,954
Wabash	7,561	90.7	6,856	3,733	94.1	3,513	1,448	86.8	1,256	2,380	87.7	2,087
Warren	2,529	83.5	2,113	....	....	....	1,094	83.8	917	1,435	83.3	1,196
Warrick	5,433	73.3	3,998	1,401	88.1	1,234	1,769	74.2	1,313	2,263	64.1	1,451
Washington	4,662	71.1	3,309	995	90.4	900	865	72.7	629	2,802	63.5	1,780
Wayne	16,456	93.1	15,315	10,191	94.9	9,666	3,639	91.2	3,319	2,626	88.7	2,330
Wells	5,537	88.8	4,912	1,678	95.1	1,596	1,215	85.5	1,038	2,644	86.2	2,278
White	4,873	86.1	4,199	976	93.3	911	1,885	86.2	1,625	2,012	82.7	1,663
Whitley	4,934	88.3	4,356	1,347	93.3	1,256	1,247	89.2	1,112	2,340	85.0	1,988
State Total	961,498	88.2	848,325	541,073	93.5	505,704	208,010	85.6	177,944	212,415	77.5	164,677

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Anderson	12,412	95.1	11,799
East Chicago	13,169	94.0	12,377
Elkhart	9,800	96.4	9,449
Evansville	28,363	89.9	25,493
Fort Wayne	32,998	96.7	31,918
Gary	30,005	93.0	27,914
Hammond	18,432	97.3	17,934
Indianapolis	112,231	94.3	105,871
Kokomo	9,579	94.4	9,041
Lafayette	8,132	94.0	7,642
Marion	8,032	93.9	7,538
Michigan City	6,513	97.1	6,322
Mishawaka	7,948	94.2	7,484
Muncie	14,685	94.0	13,810
New Albany	7,547	89.9	6,782
Richmond	10,191	94.9	9,666
South Bend	27,894	95.4	26,624
Terre Haute	19,654	89.3	17,558

the Hoosier Station



Complete coverage and acceptability in this *tremendous* market, where, in War Industries alone, 45,000 workers earn $1,600,000 each *week!*

WFBM

"THE HOOSIER STATION"

REPRESENTED BY THE KATZ AGENCY, INC.

XXXIX. CENSUS OF RADIO HOMES IN THE STATE OF NEW JERSEY

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Atlantic	34,640	91.8	31,814	27,854	93.2	25,955	5,846	87.1	4,655	1,440	83.6	1,204
Bergen	110,446	97.8	108,030	99,020	98.0	96,999	10,804	96.7	10,451	622	93.2	580
Burlington	24,785	92.8	23,003	5,930	94.1	5,578	15,983	93.6	14,967	2,872	85.6	2,458
Camden	67,480	94.9	64,057	54,360	95.2	51,731	12,030	94.3	11,346	1,090	89.9	980
Cape May	8,632	90.2	7,785	3,750	94.7	3,551	4,275	87.0	3,719	607	84.8	515
Cumberland	19,842	90.2	17,900	10,866	93.7	10,178	6,184	85.6	5,294	2,792	87.0	2,428
Essex	221,679	96.3	213,501	217,870	96.3	209,740	3,611	98.9	3,571	198	95.9	190
Gloucester	19,428	92.2	17,919	8,008	95.4	7,640	8,759	91.6	8,021	2,662	84.8	2,258
Hudson	173,443	96.9	168,052	172,874	96.9	167,499	568	97.2	552	1	100.0	1
Hunterdon	10,317	91.4	9,434	2,002	93.6	1,874	5,153	92.8	4,784	3,162	87.8	2,776
Mercer	48,501	95.1	46,118	32,706	94.8	31,017	14,193	96.1	13,646	1,602	90.8	1,455
Middlesex	54,066	94.9	51,318	43,232	95.5	41,289	9,061	93.5	8,475	1,773	87.4	1,549
Monmouth	43,746	93.3	40,804	22,819	94.0	21,452	17,630	93.2	16,423	3,297	88.8	2,929
Morris	31,750	95.9	30,442	14,844	97.1	14,419	14,934	95.0	14,185	1,972	98.2	1,938
Ocean	10,921	90.9	9,925	....	....	....	10,036	91.3	9,166	885	85.7	759
Passaic	83,882	95.5	80,124	79,704	95.6	76,164	3,878	94.7	3,668	305	95.6	292
Salem	11,458	89.0	10,199	4,216	91.5	3,859	5,288	89.5	4,727	1,960	82.3	1,613
Somerset	18,401	95.5	17,564	10,549	96.6	10,186	5,930	94.5	5,607	1,922	92.1	1,771
Sussex	8,080	90.6	7,319	2,571	95.3	2,451	3,704	89.1	3,299	1,805	86.9	1,569
Union	84,870	97.2	82,453	79,211	97.2	77,008	5,510	96.4	5,311	149	93.2	139
Warren	13,892	92.5	12,856	7,252	95.5	6,928	4,808	90.7	4,362	1,832	85.8	1,571
State Total	1,100,260	95.5	1,050,612	899,637	96.2	865,508	167,675	93.2	156,229	32,948	87.6	28,875

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Atlantic City	17,791	93.0	16,549
Bayonne	19,123	97.3	18,605
Belleville	7,221	97.4	7,036
Bloomfield	11,479	98.8	11,345
Camden	30,478	93.1	28,373
Clifton	13,125	98.1	12,882
East Orange	20,394	98.6	20,102
Elizabeth	27,980	96.4	26,973
Garfield	7,143	96.0	6,858
Hackensack	6,789	96.9	6,577
Hoboken	13,324	96.0	12,788
Irvington	15,995	98.8	15,806
Jersey City	79,684	96.5	76,923
Kearny	10,474	98.1	10,275
Montclair	10,305	97.7	10,069
Newark	112,194	94.4	105,879
New Brunswick	8,667	94.5	8,192
North Bergen Twp.	10,991	97.8	10,749
Orange	9,249	95.3	8,815
Passaic	16,025	94.0	15,062
Paterson	38,685	94.8	36,679
Perth Amboy	10,292	95.1	9,792
Plainfield	9,866	96.4	9,515
Teaneck Twp.	6,904	99.4	6,860
Trenton	29,594	94.8	28,052
Union City	16,767	96.5	16,176
West New York	11,403	98.0	11,177
West Orange	6,558	98.7	6,473
Woodbridge Twp.	6,477	94.6	6,125

W. R. McAndrew Joins Blue for Ford Program

WILLIAM R. McANDREW, former NBC news chief in Washington and former news editor of BROADCASTING, on July 16 joined the BLUE news staff in Washington attached to the Earl Godwin nightly news program for Ford Motor Co. [BROADCASTING, July 13]. He leaves the information staff of the executive director of the Board of Economic Warfare, with which he has served since resigning from BROADCASTING last February.

Philip N. Joachim, of the NBC news staff, transferred to the BLUE on the same day, working under Mr. McAndrew. Godwin's *Watch the World Go By* uses three news services—AP, INS, UP.

* * *

EARL GODWIN received a hearty send-off from his fellow commentators on the BLUE last week prior to starting his series of news commentaries on the network for the Ford Motor Co. July 12. Congratulations were extended the commentator on last Friday and Saturday broadcasts by Helen Hiett, Morgan Beatty, James G. McDonald, and the team of William Hillman and Ernest Lindley. Godwin also was greeted by Robert Ripley on *Believe It or Not*, by Allen Prescott on *Prescott Presents* and on the *National Farm and Home Hour*, all BLUE programs.

Haeg on Ticket

LAWRENCE F. HAEG, agricultural director of WCCO, Minneapolis, has filed as a candidate for representative for the 36th district in Minnesota State elections next fall. It has been reported that Mr. Haeg at present faces no competition for the office—no other candidate has entered the race.

WDAY SOLVES STORAGE PROBLEM

Station's Attorney Originates An Idea of Using —Vacant Garages and Buildings as Graneries—

STUMPING FOR STORAGE, in an attempt to solve the critical lack of a place to put grain, WDAY, Fargo, N. D., opened a campaign July 7 known as "Garages for Grain". On a special program featured by an address from Gov. John Moses the public was informed of the program's details and the Governor offered his garage as number one in the state. Other participants in the program (l to r): E. W. Anderson, chairman of the North Dakota AAA; Barney Lavin, assistant manager of WDAY; Dean H. L. Walster, North Dakota Agricultural College, and Tom Barnes, WDAY farm director.

TO MEET the increasingly critical need for grain storage space in North Dakota, WDAY, Fargo, has opened a campaign, "Garages For Grain" to provide new space outlets. Grain people there have been worried about storage since Government estimates for the state of North Dakota alone have been placed between 50 and 80 million bushels of grain for the year.

Since grain elevators throughout the grain regions are well filled there will be little room for this fall's harvest. To provide for part of the needed space, the Government's Commodity Credit Corporation is busy erecting storage bins. The latest phase of the storage space solution originated with Harold Bangert, general counsel of WDAY, Fargo, when he suggested that there are likely hundreds of vacant garages and buildings throughout the state which could be adapted to storage needs.

Government Cooperates

Next he presented his plan to the station's war service committee and the statewide, "Garages For Grain" campaign was organized through the cooperation of the state and county war boards of the AAA. County boards register buildings and send inspectors to determine the suitability of buildings for grain storage. From the rolls of those accepted, a reserve space pool is made available for rental to farmers.

The campaign was formally opened July 7 in a broadcast originated by WDAY, Fargo, and carried by KFYR, Bismarck, during which Gov. John Moses offered his garage in Bismarck to the campaign. At the same time he officially endorsed the plan and urged all residents of the state to cooperate in the registration.

Other speakers participating in the special half-hour program were Dean H. L. Walster, North Dakota Agricultural College, chairman of the state grain storage committee; E. W. Anderson, chairman of the North Dakota AAA, and Barney Lavin, assistant manager of WDAY.

Parade Cuts Audience

THE TOTAL number of New York radio listeners on June 13, the day of the "New York at War" parade down Fifth Ave., was reduced by approximately 9% as compared to listening on a previous Saturday, according to the Pulse of New York, in a survey made to discover the effect of the parade on listening at home in the New York area. Whereas listening on Saturday, June 13, was 91% of the Saturday May listening, the survey states, the Monday to Friday listening in June was 99% of what it had been during a comparable five weekday period in the previous month.

XL. CENSUS OF RADIO HOMES IN THE STATE OF WISCONSIN

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	2,283	75.4	1,722				718	82.0	589	1,565	72.4	1,133
Ashland	5,528	86.2	4,762	2,931	93.3	2,735	1,215	81.8	994	1,382	74.8	1,033
Barron	8,822	86.5	7,627	1,594	92.6	1,476	2,663	88.8	2,366	4,565	82.9	3,785
Bayfield	4,226	79.7	3,370				2,075	85.0	1,763	2,151	74.7	1,607
Brown	20,506	93.7	19,223	13,732	96.1	13,197	3,364	91.3	3,073	3,410	86.6	2,953
Buffalo	4,124	83.7	3,452	....	....	....	1,876	83.7	1,570	2,248	83.7	1,882
Burnett	3,078	81.7	2,513	....	....	....	981	83.0	814	2,097	81.0	1,699
Calumet	4,382	91.1	3,990				2,245	92.3	2,071	2,137	89.8	1,919
Chippewa	9,595	85.5	8,206	2,834	93.8	2,660	2,586	87.0	2,249	4,175	79.0	3,297
Clark	8,600	80.7	6,942	770	85.3	657	2,236	87.3	1,953	5,594	77.4	4,332
Columbia	8,923	90.2	8,051	2,903	94.3	2,737	2,727	90.2	2,460	3,293	86.7	2,854
Crawford	4,556	83.3	3,794	1,276	88.4	1,128	1,170	78.5	918	2,110	82.9	1,748
Dane	35,372	95.5	33,787	20,656	97.8	20,197	8,272	94.3	7,799	6,444	89.9	5,791
Dodge	13,918	92.6	12,886	5,419	94.9	5,144	3,608	92.2	3,327	4,891	90.3	4,415
Door	4,963	87.7	4,349	1,518	95.5	1,449	1,133	86.0	975	2,312	83.3	1,925
Douglas	....	90.1	11,595	9,644	95.1	9,171	1,088	73.8	803	2,130	76.1	1,621
Dunn	7,036	86.5	6,086	1,968	93.3	1,837	1,354	85.7	1,161	3,714	83.1	3,088
Eau Claire	12,578	90.2	11,342	8,515	95.2	8,106	1,684	84.1	1,416	2,379	76.5	1,820
Florence	1,088	80.7	878	....	....	....	602	85.8	517	486	74.4	361
Fond du Lac	16,362	93.3	15,265	9,450	96.1	9,079	2,709	91.8	2,486	4,203	88.0	3,700
Forest	2,700	79.2	2,139	....	....	....	1,919	82.9	1,591	781	70.1	548
Grant	10,847	86.1	9,337	2,390	91.0	2,174	3,986	83.7	3,336	4,471	85.6	3,827
Green	6,477	90.6	5,870	1,864	93.7	1,746	1,965	89.6	1,760	2,648	89.3	2,364
Green Lake	3,998	87.6	3,503	1,257	88.8	1,116	1,243	88.1	1,095	1,498	86.3	1,292
Iowa	5,438	85.4	4,642	....	....	....	2,803	85.4	2,394	2,635	85.3	2,248
Iron	2,584	86.4	2,234	826	93.0	768	1,121	87.0	976	637	76.9	490
Jackson	4,288	79.9	3,430	730	93.4	682	1,154	75.9	876	2,404	77.9	1,872
Jefferson	10,803	93.3	10,077	5,185	96.6	5,007	2,270	92.5	2,100	3,348	88.7	2,970
Juneau	4,938	79.1	3,908	754	88.7	669	1,866	82.1	1,532	2,318	73.6	1,707
Kenosha	16,764	97.2	16,303	12,960	97.7	12,666	2,073	96.5	2,001	1,731	94.5	1,636
Kewaunee	4,261	88.5	3,772	1,485	95.4	1,417	620	83.8	519	2,156	85.2	1,836
LaCrosse	15,851	93.3	14,781	11,788	95.5	11,252	2,285	87.4	1,997	1,778	86.2	1,532
Lafayette	4,876	87.2	4,253	....	....	....	2,439	86.1	2,101	2,437	88.3	2,152
Langlade	5,634	87.6	4,935	2,495	94.7	2,363	1,083	80.7	874	2,056	82.6	1,698
Lincoln	5,778	83.7	4,842	3,291	92.2	3,034	427	75.4	322	2,060	72.1	1,486
Manitowoc	15,846	94.3	14,947	9,306	97.7	9,091	2,572	90.1	2,316	3,968	89.2	3,540
Marathon	18,094	86.9	15,735	7,236	96.3	6,967	3,731	88.5	3,300	7,127	76.7	5,468
Marinette	9,143	86.7	7,931	3,796	94.5	3,587	2,280	90.6	2,066	3,067	74.3	2,278
Marquette	2,530	81.5	2,062	....	....	....	1,173	86.0	1,008	1,357	77.7	1,054
Milwaukee	209,682	97.4	204,239	195,419	97.4	190,366	12,125	97.7	11,847	2,138	94.8	2,026
Monroe	7,512	80.9	6,076	2,651	88.7	2,350	1,225	77.8	953	3,636	76.3	2,773
Oconto	6,593	85.4	5,634	1,448	94.7	1,371	1,834	87.4	1,603	3,311	80.3	2,660
Oneida	5,059	84.9	4,297	2,295	93.4	2,143	1,852	78.7	1,457	912	76.4	697
Outagamie	17,519	94.1	16,483	11,242	97.0	10,902	2,634	88.3	2,325	3,643	89.4	3,256
Ozaukee	5,002	94.2	4,712	1,103	96.3	1,063	2,224	94.5	2,102	1,675	92.3	1,547
Pepin	1,987	82.4	1,638	....	....	....	928	87.5	812	1,059	78.0	826
Pierce	5,788	85.9	4,974	768	92.2	708	1,807	86.1	1,555	3,213	84.4	2,711
Polk	6,806	86.2	5,869				2,401	90.1	2,164	4,405	84.1	3,705
Portage	8,386	84.9	7,120	3,880	93.5	3,627	1,390	84.3	1,172	3,116	74.5	2,321
Price	4,770	77.0	3,671	822	94.5	777	1,366	80.6	1,100	2,582	69.5	1,794
Racine	24,992	97.2	24,291	19,565	98.0	19,170	3,167	95.1	3,013	2,260	93.3	2,108
Richland	5,280	84.6	4,469	1,302	91.8	1,196	1,175	78.8	926	2,803	83.7	2,347
Rock	22,452	94.4	21,200	14,797	96.1	14,215	3,609	93.4	3,371	4,046	89.3	3,614
Rusk	4,416	80.9	3,572	985	94.5	930	732	85.8	628	2,699	74.6	2,014
St. Croix	6,349	90.7	5,758	963	96.6	930	2,176	92.0	2,002	3,210	88.0	2,826
Sauk	9,125	86.8	7,922	3,030	93.6	2,837	2,433	86.4	2,102	3,662	81.4	2,983
Sawyer	2,910	75.3	2,192	....	....	....	1,562	77.4	1,210	1,348	72.9	982
Shawano	8,551	84.0	7,183	1,495	94.8	1,418	2,913	83.0	2,418	4,143	80.8	3,347
Sheboygan	20,558	95.2	19,576	13,278	96.9	12,862	3,479	94.7	3,294	3,801	90.0	3,420
Taylor	4,928	75.1	3,699	....	....	....	1,440	86.7	1,249	3,488	70.2	2,450
Trempealeau	6,196	82.7	5,124				2,827	84.0	2,375	3,369	81.6	2,749
Vernon	7,767	81.7	6,346	1,065	91.6	975	2,265	77.8	1,762	4,437	81.3	3,609
Vilas	2,356	79.2	1,866	....	....	....	1,814	79.5	1,442	542	78.2	424
Walworth	9,489	94.2	8,942	3,215	95.2	3,060	3,291	94.2	3,100	2,983	93.3	2,782
Washburn	3,341	81.8	2,732	712	91.3	650	924	81.2	750	1,705	78.1	1,332
Washington	7,417	92.4	6,852	2,671	96.6	2,581	1,867	91.6	1,711	2,879	88.9	2,560
Waukesha	16,413	95.9	15,747	6,260	97.1	6,077	6,137	96.3	5,911	4,016	93.6	3,759
Waupaca	9,085	87.6	7,961	3,236	93.9	3,040	2,094	86.8	1,817	3,755	82.7	3,104
Waushara	3,911	81.1	3,173	7	85.7	6	1,580	87.4	1,381	2,324	76.8	1,786
Winnebago	21,742	94.7	20,590	16,743	96.0	16,066	2,225	92.5	2,058	2,774	88.9	2,466
Wood	11,173	89.5	10,000	5,706	94.3	5,381	2,277	91.2	2,076	3,190	79.7	2,543
State Total	827,207	91.7	758,449	463,231	96.5	446,813	161,089	88.9	143,154	202,887	83.0	168,482

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Appleton	7,786	97.1	7,563
Beloit	7,383	95.5	7,051
Eau Claire	8,515	95.2	8,106
Fond du Lac	7,505	96.5	7,239
Green Bay	12,144	96.4	11,704
Kenosha	12,960	97.7	12,666
La Crosse	11,788	95.5	11,252
Madison	19,221	98.0	18,842
Milwaukee	164,335	97.2	159,670
Oshkosh	11,075	95.0	10,520
Racine	18,306	98.0	17,944
Sheboygan	11,092	97.0	10,757
Superior	9,644	95.1	9,171
Wausau	7,236	96.3	6,967
Wauwatosa	7,211	99.4	7,170
West Allis	9,570	98.6	9,437

5,000 WATTS
DAY and NIGHT
★
WISN MILWAUKEE
C. B. S. Affiliate
During June 1942 Sales of WISN (Excluding CBS) Over a Year Ago Show
28.2% INCREASE IN REVENUE
From Sales of Station Time and Announcements
Represented by
The KATZ AGENCY, Inc.
NEW YORK • DETROIT • CHICAGO • KANSAS CITY • ATLANTA • DALLAS • SAN FRANCISCO

XLI. CENSUS OF RADIO HOMES IN THE STATE OF VIRGINIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Accomack	8,960	57.8	5,184	....	....	....	5,711	63.9	3,651	3,249	47.2	1,533
Albemarle	5,513	50.6	2,789	....	....	....	1,995	53.5	1,067	3,518	48.9	1,722
Alleghany	5,079	74.2	3,764	1,535	88.0	1,351	2,866	71.4	2,046	678	54.1	367
Amelia	1,939	34.0	658	....	....	....	260	50.0	130	1,679	31.5	528
Amherst	4,129	52.2	2,154	....	....	....	1,619	66.5	1,076	2,510	43.0	1,078
Appomattox	2,022	47.8	962	....	....	....	612	64.3	393	1,410	40.4	569
Arlington	15,914	96.5	15,359	15,914	96.5	15,359	....	....	....	....	....	....
Augusta	9,911	71.0	7,029	1,778	82.5	1,467	3,569	69.9	2,495	4,564	67.2	3,067
Bath	1,543	65.0	1,007	....	....	....	668	74.3	497	875	58.3	510
Bedford	1,830	51.5	3,515	1,013	77.4	784	1,513	53.1	803	4,304	44.8	1,928
Bland	1,424	59.5	848	....	....	....	374	71.3	267	1,050	55.3	581
Botetourt	3,697	63.4	2,346	....	....	....	1,681	65.7	1,104	2,016	61.6	1,242
Brunswick	4,082	40.3	1,643	....	....	....	886	67.8	601	3,196	32.6	1,042
Buchanan	6,013	52.5	3,157	....	....	....	3,496	61.3	2,143	2,517	40.3	1,014
Buckingham	2,857	35.7	1,018	....	....	....	724	45.9	333	2,133	32.1	685
Campbell	5,659	57.4	3,248	646	83.6	540	1,935	64.1	1,240	3,078	47.7	1,468
Caroline	3,030	44.1	1,337	....	....	....	742	53.2	395	2,288	41.2	942
Carroll	5,734	50.3	2,887	345	72.7	251	854	61.9	529	4,535	46.5	2,107
Charles City	881	35.9	318	....	....	....	435	26.1	114	446	45.6	204
Charlotte	3,352	35.6	1,193	....	....	....	560	53.1	297	2,792	32.1	896
Chesterfield	7,599	77.3	5,870	854	96.4	823	4,731	80.1	3,790	2,014	62.4	1,257
Clarke	1,750	67.8	1,187	....	....	....	984	67.4	663	766	68.4	524
Craig	908	63.8	579	....	....	....	244	73.1	178	664	60.3	401
Culpeper	3,123	58.1	1,814	....	....	....	1,343	67.0	900	1,780	51.3	914
Cumberland	1,631	34.8	570	....	....	....	210	56.0	118	1,421	31.8	452
Dickenson	4,155	55.5	2,308	....	....	....	1,871	64.8	1,213	2,284	47.9	1,095
Dinwiddie	3,095	39.6	1,225	....	....	....	768	48.2	370	2,327	36.8	855
Elizabeth City	5,859	82.0	4,802	923	87.5	807	4,467	82.3	3,677	469	67.8	318
Essex	1,646	42.8	705	....	....	....	496	56.8	282	1,150	36.8	423
Fairfax	8,747	81.2	7,105	670	95.6	641	6,088	82.5	5,022	1,989	72.5	1,442
Fauquier	4,906	57.6	2,827	....	....	....	1,778	64.5	1,147	3,128	53.7	1,680
Floyd	2,823	46.9	1,324	....	....	....	383	55.0	211	2,440	45.6	1,113
Fluvanna	1,657	45.0	746	....	....	....	222	65.3	145	1,435	41.9	601
Franklin	5,537	47.7	2,643	....	....	....	1,190	66.6	793	4,347	42.6	1,850
Frederick	3,423	69.2	2,369	....	....	....	1,456	75.6	1,101	1,967	64.5	1,268
Giles	3,114	66.9	2,084	....	....	....	1,565	75.3	1,179	1,549	58.4	905
Gloucester	2,473	52.0	1,287	....	....	....	869	53.6	466	1,604	51.2	821
Goochland	1,708	41.4	707	....	....	....	183	51.4	94	1,525	40.2	613
Grayson	4,958	57.1	2,829	471	92.0	433	1,258	69.0	868	3,229	47.3	1,528
Greene	1,116	29.3	327	....	....	....	196	33.4	65	920	28.4	262
Greensville	3,128	41.3	1,291	664	77.9	517	843	46.0	388	1,621	23.8	386
Halifax	8,732	41.5	3,617	1,291	68.1	879	1,034	45.3	468	6,407	35.4	2,270
Hanover	4,168	50.2	2,093	....	....	....	1,807	57.3	1,036	2,361	44.8	1,057
Henrico	10,694	85.6	9,148	....	....	....	9,173	88.7	8,134	1,521	66.7	1,014
Henry	5,597	59.6	3,340	....	....	....	3,162	67.5	2,135	2,435	49.5	1,205
Highland	1,085	65.0	705	....	....	....	262	73.0	191	823	62.5	514
Isle of Wight	3,121	40.8	1,271	....	....	....	1,181	51.3	605	1,940	34.3	666
James City	1,060	54.6	579	....	....	....	635	55.0	350	425	54.0	229
King and Queen	1,568	38.6	605	....	....	....	286	39.9	114	1,282	38.3	491
King George	1,259	44.7	563	....	....	....	398	46.2	184	861	44.0	379
King William	1,902	48.6	927	....	....	....	1,038	61.5	638	864	33.5	289
Lancaster	2,182	51.1	1,115	....	....	....	1,387	51.4	697	825	50.7	418
Lee	8,227	50.3	4,134	....	....	....	4,409	58.7	2,588	3,818	40.5	1,546
Loudon	4,840	68.3	3,306	....	....	....	2,194	72.9	1,599	2,646	64.5	1,707
Louisa	3,237	44.0	1,425	....	....	....	641	54.1	347	2,596	41.5	1,078
Lunenburg	3,152	43.0	1,354	....	....	....	839	72.1	605	2,313	32.4	749
Madison	1,870	46.1	862	....	....	....	423	40.7	172	1,447	47.7	690
Mathews	1,918	54.3	1,041	....	....	....	780	47.3	369	1,138	59.0	672
Mecklenburg	6,963	38.5	2,676	....	....	....	1,939	57.5	1,114	5,024	31.1	1,562
Middlesex	1,747	41.5	724	....	....	....	669	46.2	309	1,078	38.5	415
Montgomery	5,002	66.4	3,318	....	....	....	3,059	71.9	2,200	1,943	57.6	1,118
Nansemond	5,143	43.9	2,257	....	....	....	2,529	47.3	1,195	2,614	40.6	1,062
Nelson	3,435	47.6	1,634	....	....	....	1,066	58.3	621	2,369	42.8	1,013
New Kent	945	39.7	376	....	....	....	410	38.7	159	535	40.5	217
Norfolk	8,912	73.0	6,499	....	....	....	7,000	78.1	5,465	1,912	54.1	1,034
Northampton	4,371	56.4	2,468	....	....	....	2,615	63.3	1,656	1,756	46.3	812
Northumberland	2,445	54.9	1,342	....	....	....	994	60.1	597	1,451	51.3	745
Nottoway	3,464	52.5	1,812	663	69.3	460	1,068	68.8	735	1,733	35.6	617
Orange	2,964	56.7	1,681	....	....	....	1,248	61.5	767	1,716	53.3	914
Page	3,513	60.9	2,138	....	....	....	2,119	64.4	1,365	1,394	55.4	773
Patrick	3,523	38.8	1,367	....	....	....	490	52.9	259	3,033	36.5	1,108
Pittsylvania	12,792	53.9	6,891	....	....	....	4,772	69.8	3,331	8,020	44.4	3,560
Powhatan	1,160	43.0	499	....	....	....	198	51.3	102	962	41.3	397
Prince Edward	3,427	45.7	1,556	953	75.6	721	537	49.2	264	1,937	29.5	571
Prince George	2,589	58.6	1,516	....	....	....	1,547	69.9	1,082	1,042	41.7	434
Princess Anne	4,754	65.2	3,098	684	92.0	630	2,380	67.6	1,609	1,690	50.8	859
Prince William	3,158	63.4	2,007	....	....	....	1,908	70.9	1,353	1,250	52.3	654
Pulaski	5,072	69.3	3,510	2,081	80.2	1,669	1,322	66.2	875	1,669	57.9	966
Rappahannock	1,566	40.3	630	....	....	....	390	46.7	182	1,176	38.1	448
Richmond	1,512	48.5	734	....	....	....	481	50.8	245	1,031	47.4	489
Roanoke	10,000	81.7	8,169	2,288	88.3	2,020	5,898	84.4	4,980	1,814	64.4	1,169
Rockbridge	5,231	68.3	3,574	1,092	85.3	931	1,477	65.7	970	2,662	62.8	1,673
Rockingham	7,346	63.8	4,689	....	....	....	2,817	66.4	1,870	4,529	62.2	2,819
Russell	5,430	56.7	3,082	....	....	....	2,181	69.2	1,510	3,249	48.4	1,572
Scott	5,793	47.8	2,769	....	....	....	1,420	65.1	925	4,373	42.2	1,844
Shenandoah	5,275	71.4	3,766	....	....	....	2,589	76.2	1,974	2,686	66.7	1,792
Smyth	5,728	60.2	3,441	1,325	83.7	1,109	2,059	55.7	1,148	2,344	50.5	1,184
Southampton	5,548	41.8	2,319	852	70.2	598	1,550	48.3	748	3,146	30.9	973
Spotsylvania	2,316	59.9	1,389	....	....	....	860	68.7	591	1,456	54.8	798
Stafford	2,119	65.6	1,392	....	....	....	1,012	69.3	701	1,107	62.4	691
Surry	1,496	45.9	686	....	....	....	501	47.0	235	994	45.3	451
Sussex	2,727	35.9	989	....	....	....	914	54.9	502	1,813	26.9	487
Tazewell	8,814	72.5	6,389	1,571	87.6	1,377	5,340	71.1	3,797	1,903	63.8	1,215
Warren	2,651	71.3	1,884	924	82.3	760	827	73.5	608	900	57.3	516
Warwick	2,333	76.3	1,780	....	....	....	1,892	81.2	1,537	441	55.1	243

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Alexandria	8,774	92.2	8,092
Charlottesville	5,269	79.9	4,209
Danville	8,311	72.7	6,041
Fredericksburg	2,594	92.5	2,399
Lynchburg	11,428	78.9	9,013
Martinsville	2,315	74.2	1,717
Newport News	9,724	79.1	7,691
Norfolk	37,403	83.4	31,197
Petersburg	8,170	71.3	5,823
Portsmouth	13,225	79.9	10,568
Richmond	50,917	86.5	44,061
Roanoke	17,949	87.5	15,709
Staunton	2,913	86.5	2,521
Suffolk	2,978	77.3	2,303
Winchester	3,308	89.7	2,969

(Continued on page 31)

CENSUS OF RADIO HOMES IN THE STATE OF VIRGINIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

(Continued from page 30)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Washington	8,418	59.3	4,991	876	75.5	661	2,786	67.2	1,873	4,756	51.7	2,457
Westmoreland	2,291	40.5	928	....	....	....	880	52.3	460	1,411	33.2	468
Wise	11,071	62.5	6,932	2,673	74.5	1,993	6,031	62.8	3,790	2,367	48.5	1,149
Wythe	4,944	68.3	3,376	1,119	81.0	907	1,530	65.4	1,001	2,295	64.0	1,468
York	2,108	60.0	1,264	....	....	....	1,650	61.4	1,013	458	54.8	251
Independent Cities *												
Alexandria	8,774	92.2	8,092	8,774	92.2	8,092	....	....	....	....	....	....
Bristol	2,356	83.0	1,956	2,356	83.0	1,956	....	....	....	....	....	....
Buena Vista	1,012	75.1	760	1,012	75.1	760	....	....	....	....	....	....
Charlottesville	5,269	79.9	4,209	5,269	79.9	4,209	....	....	....	....	....	....
Clifton Forge	1,628	87.7	1,428	1,628	87.7	1,428	....	....	....	....	....	....
Danville	8,311	72.7	6,041	8,311	72.7	6,041	....	....	....	....	....	....
Fredericksburg	2,594	92.5	2,399	2,594	92.5	2,399	....	....	....	....	....	....
Hampton	1,649	80.0	1,319	1,649	80.0	1,319	....	....	....	....	....	....
Harrisonburg	2,312	87.9	2,032	2,312	87.9	2,032	....	....	....	....	....	....
Hopewell	2,247	86.2	1,936	2,247	86.2	1,936	....	....	....	....	....	....
Lynchburg	11,428	78.9	9,013	11,428	78.9	9,013	....	....	....	....	....	....
Martinsville	2,315	74.2	1,717	2,315	74.2	1,717	....	....	....	....	....	....
Newport News	9,724	79.1	7,691	9,724	79.1	7,691	....	....	....	....	....	....
Norfolk	37,403	83.4	31,197	37,403	83.4	31,197	....	....	....	....	....	....
Petersburg	8,170	71.3	5,823	8,170	71.3	5,823	....	....	....	....	....	....
Portsmouth	13,225	79.9	10,568	13,225	79.9	10,568	....	....	....	....	....	....
Radford	1,701	85.0	1,445	1,701	85.0	1,445	....	....	....	....	....	....
Richmond	50,917	86.5	44,061	50,917	86.5	44,061	....	....	....	....	....	....
Roanoke	17,949	87.5	15,709	17,949	87.5	15,709	....	....	....	....	....	....
South Norfolk	2,038	81.5	1,660	2,038	81.5	1,660	....	....	....	....	....	....
Staunton	2,913	86.5	2,521	2,913	86.5	2,521	....	....	....	....	....	....
Suffolk	2,978	77.3	2,303	2,978	77.3	2,303	....	....	....	....	....	....
Williamsburg	679	86.6	588	679	86.6	588	....	....	....	....	....	....
Winchester	3,308	89.7	2,968	3,308	89.7	2,968	....	....	....	....	....	....
State Total	627,532	67.1	420,978	244,105	84.0	205,024	174,219	67.6	117,801	209,208	46.9	98,153

* All are independent cities without county connection.

21 MBS Programs Put on Co-op Plan

New Departments Opened to Develop Local Sponsors

AS PART OF its cooperative sales plan, which accounted for over a half-million dollars of MBS billings in 1941, Mutual is now making 21 of its programs available to cooperative sponsors with new departments opened in both New York and Chicago to develop this business, according to Edward Wood Jr., MBS sales manager.

John Mitchell in New York and Don Pontius in Chicago will personally service advertising agencies and advertisers interested in the sales plan as a means of covering selected areas with well-established live network programs.

Costs Apportioned

Paying only nominal pro-rated shares of the talent costs, an individual sponsor is exclusively identified in his territory with the Mutual show by means of cut-ins.

Cooperative network advertising originated with Mutual in 1936 when a group of department stores sponsored the *Morning Matinee* series [BROADCASTING, June 29], while other early co-op shows were *The Lone Ranger*, *30 Minutes in Hollywood*, and *The Shadow*. The latter is included in the list of 21 currently available, along with Fulton Lewis jr. who now has 50 individual sponsors, *Superman*, Boake Carter, *Adventures of Bulldog Drummond*, *Confidentially Yours*, *The Johnson Family*, *Don Norman*, and Commentators B. S. Bercovici, Wythe Williams and Cedric Foster.

Only 10 w. But 100% Audience

Way up yonder in the frozen North there's a little one-lung outfit owned, operated and listened to by those stationed at Fort Greely. This Alaskan outpost leans heavily on its tiny transmitter for fun and enlightenment doled by former broadcasters. Story of its day-to-day life is told by Bill Adams, formerly of KSFO, San Francisco, and other West Coast stations, now a major in the Army, Finance Dept., in a letter to Howard Lane, business manager of McClatchy Broadcasting Co., who joins CBS station relations Aug. 15. Text of his letter follows:

Dear Howard:

Have you heard of our very popular little station of the far north? KODK is the name; owned, operated, and listened to by soldiers and civilians of this outpost of Yankee civilization.

KODK is very like that "busy little 5-watter down in Rosedale," only we are up in Kodiak, and our wattage is 10, instead of 5. Operating hours are from 6:00 in the morning to 11:00 at night. We have a crew of five announcers and engineers, all lads who were in the broadcasting field "back home". The equipment will match any local station down in the states. We're mighty proud of it.

We're proud of it for several reasons. In the first place, the little station belongs to us. It has cost us, so far, close to $3,500 and every penny has been gathered by passing the hat; soldiers, fishermen, carpenters, store-keepers, bankers (yes, we have a bank), everybody dug way down and bounced for KODK. We have a building especially built for us, and remotes to the chapel and the "Town Hall" in the village.

And in the second place our listening audience is practically 100%. You see, up here reception from the states is not particularly good. Only the larger receiving sets can pick up stations on the regular broadcast band, and then only on some nights. If you remember your school-day geography lessons, you know that nights are somewhat abbreviated this time of the year. In the other half of the year, atmospheric conditions make broadcast reception a rather uncertain proposition.

We have "local talent" shows and remote pick-ups, but most of the time we spin platters, of which we have an excellent selection, and all contributed. There are no commercial shows—when we need money, we just pass the hat again.

There are some things, however, that we can't get by passing the hat, here. So we are passing it to you, not for cash, but for a little help.

Perhaps, being so close to radio, you don't realize what an important spot the little old radio receiving set has come to play in the life of our everyday John Citizen. He has come to depend upon it. His home station and the personalities that come to him everyday and every week are just as important to him as breakfast. When they are taken away, he misses them, like everything. I know; I see it and hear it everyday, from soldier, banker, clerk everybody.

Can You Help?

Now, here is the hat. Can you, will you, send us transcriptions? Help us give our boys the shows they used to hear at home, and which they cannot otherwise enjoy. And that means the local shows as well as the big "name" shows. You have no idea what this will mean. Leave your commercials in, if you like. We don't mind. Perhaps your sponsors would like to know about it and feel that they are contributing something to their boys away from home.

MBS Fights Slated

LATEST addition to the schedule of boxing broadcasts sponsored on MBS by Gillette Safety Razor Co., Boston, is the 10-round non-title bout between "Red" Cochrane and Ray (Sugar) Robinson, September 10, at Madison Square Garden. This will be the first in a series under the promotion of Mike Jacobs, featuring Navy men in bouts, the proceeds of which go to servicemen's charities. Other fights to be broadcast exclusively on MBS for Gillette will be Tami Mauriello vs. Red Burman, July 23, and Allie Stolz vs. Chalky Wright, Aug. 6. Agency is Maxon, Inc., New York.

XLII. CENSUS OF RADIO HOMES IN THE STATE OF WASHINGTON

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Rado Units	Units	% Radio	Radio Units
Adams	1,686	91.8	1,548	....	....	....	981	89.8	881	705	94.6	667
Asotin	2,447	91.5	2,239	990	93.6	927	888	91.5	812	569	87.9	500
Benton	3,329	85.3	2,840	....	....	....	1,426	87.3	1,245	1,903	83.8	1,595
Chelan	10,303	89.6	9,230	3,646	92.2	3,361	3,783	88.6	3,309	2,924	87.6	2,560
Clallam	6,488	85.8	5,569	2,910	91.7	2,667	2,193	81.9	1,796	1,385	79.8	1,106
Clark	14,617	92.3	13,490	6,806	94.9	6,456	3,098	90.1	2,791	4,713	90.0	4,243
Columbia	1,623	89.5	1,453	900	90.8	818	171	84.9	145	552	88.7	490
Cowlitz	11,678	90.5	10,564	5,816	94.8	5,515	3,767	88.8	3,344	2,095	81.4	1,705
Douglas	2,539	89.3	2,268	....	....	....	1,098	91.1	1,000	1,441	88.0	1,268
Ferry	1,397	72.6	1,014	....	....	....	772	77.4	597	625	66.7	417
Franklin	1,845	85.9	1,584	1,199	86.9	1,041	247	83.6	207	399	84.2	336
Garfield	985	91.1	896	....	....	....	579	93.2	538	406	88.1	358
Grant	4,719	84.5	3,988	1,284	82.5	1,059	2,759	86.0	2,371	676	82.5	558
Grays Harbor	16,572	86.7	14,372	9,578	90.3	8,648	4,843	81.9	3,965	2,151	81.8	1,759
Island	2,018	86.1	1,737	....	....	....	888	87.3	775	1,130	85.2	962
Jefferson	2,556	84.7	2,165	1,202	92.8	1,115	819	76.9	630	535	78.5	420
King	169,125	92.5	156,460	130,866	92.1	120,534	31,548	94.3	29,739	6,711	92.2	6,187
Kitsap	13,992	93.3	13,048	4,981	96.9	4,776	5,994	92.3	5,531	3,067	89.4	2,741
Kittitas	5,814	87.3	5,075	1,748	91.5	1,599	2,525	85.4	2,158	1,541	85.5	1,318
Klickitat	3,370	79.5	2,677	....	....	....	2,049	84.2	1,726	1,321	72.0	951
Lewis	12,260	86.7	10,635	4,037	93.7	3,781	3,905	83.9	3,278	4,318	82.8	3,576
Lincoln	3,278	90.7	2,975	....	....	....	1,895	90.3	1,712	1,383	91.3	1,263
Mason	3,616	83.7	3,028	1,137	94.4	1,073	1,574	81.3	1,280	905	74.6	675
Okanogan	6,893	79.9	5,509	800	88.7	709	3,290	82.1	2,700	2,803	74.9	2,100
Pacific	4,905	85.1	4,176	1,270	89.3	1,134	2,876	83.9	2,412	759	83.0	630
Pend Oreille	2,091	77.2	1,615	....	....	....	1,361	83.0	1,130	730	66.4	485
Pierce	54,711	93.1	50,924	38,584	93.9	36,216	10,280	92.1	9,465	5,847	89.7	5,243
San Juan	1,035	84.6	875	....	....	....	467	84.3	394	568	84.8	481
Skagit	16,098	89.9	9,980	4,268	93.9	4,006	3,292	86.2	2,837	3,538	88.7	3,137
Skamania	1,409	82.7	1,164	....	....	....	1,168	83.8	979	241	76.8	185
Snohomish	27,426	91.0	24,947	10,580	92.9	9,825	10,027	90.1	9,036	6,819	89.3	6,086
Spokane	49,863	91.8	45,791	38,918	93.0	36,209	5,417	90.6	4,909	5,528	84.5	4,673
Stevens	5,537	78.0	4,318	....	....	....	2,613	82.7	2,162	2,924	73.7	2,156
Thurston	11,584	91.2	10,569	4,344	95.0	4,126	4,161	90.1	3,750	3,079	87.5	2,693
Wahkiakum	1,215	86.9	1,055	....	....	....	719	86.4	621	496	87.6	434
Walla Walla	8,449	90.5	7,647	4,936	93.3	4,604	1,893	87.2	1,651	1,620	86.0	1,392
Whatcom	18,481	92.3	17,062	9,529	93.6	8,919	3,851	91.0	3,504	3,101	90.9	4,639
Whitman	7,888	92.7	7,310	2,309	95.8	2,211	2,693	91.0	2,449	2,886	91.8	2,650
Yakima	28,495	87.3	24,887	9,620	91.5	8,807	9,813	86.7	8,510	9,062	83.5	7,570
State Total	537,337	90.6	486,684	302,208	92.7	280,136	141,673	89.2	126,339	93,456	85.8	80,209

Cities of 25,000 Or More Populati

City	Units	% Radio	Radio Units
Bellingham	9,529	93.6	8,919
Everett	9,661	92.8	8,963
Seattle	126,354	92.0	116,243
Spokane	38,918	93.0	36,209
Tacoma	36,086	93.9	33,869
Yakima	8,535	92.4	7,889

DIATHERMY COUNT NOT YET COMPLETE

EXPRESSING concern over the rate of registration of diathermy apparatus, following an order of May 16 [BROADCASTING, May 18], FCC Chairman James Lawrence Fly at his press conference last Monday revealed that 67,601 applications for registration had been made. However, he said that "we have the impression that there is an additional number about the country" and voiced the hope they will be registered promptly in accordance with the order.

Mr. Fly declared the FCC's concern over the diathermy registration arose from interference that can be caused by such apparatus and because it can be adapted for transmitting purposes. However, he cautioned that his observations should not be construed to mean that there had been "cases established" where machines had been used improperly.

In answer to a question, he declared that some years ago a modified diathermy machine had been used by the FCC in an experiment and that its signal, being sent from Massachusetts, had been picked up by an FCC field office in San Diego.

The original order had required machines to be registered before June 8. However, this was later amended to require registration each 5th of the month of all dealers' business in diathermy apparatus. Mr. Fly's offhand guess was that the 67,601 diathermy machines now registered represented about two-thirds of those in use.

RADIO AIDS CANADA ARMY WEEK

Coordinated Effort Draws High Praise From Officials In Dominion

RADIO'S EFFORT in the Canadian "Army Week" campaign, June 29 to July 5, was cited as 'the biggest single piece of coordinated war effort broadcasting" in the Dominion. Capt. R. A. Diespecker, radio liaison officer with the Canadian Army Directorate of Public Relations, and a former program director of CJOR, Vancouver, acted as funneling agent for all radio used during the week. He reports that all stations, national and local advertisers and agencies cooperated fully "to give the boys in uniform some of the kudos they deserved."

In all publicity attending the week it was emphasized the attention being given servicemen was a spontaneous civilian expression and the Army acted only in an advisory capacity.

Special Events

Included in the radio shows were 12 national programs put on by CBC, coordinated with a number of private stations throughout the country under the direction of Glenn Bannerman, president and general manager of the Canadian Assn. of Broadcasters.

Personal contact with the soldiers, it was said, was gained by the "great number" of special events staged by local stations from the nearest Army camp. "It was a week of 'wandering mikes'," a report on the campaign states, "with special events crews poking their noses into barracks rooms, medical offices, ordnance shops, gas chambers, kitchens, etc."

CAPT. DIESPECKER

The CBC broadcasts included special features coming from troops in England and elsewhere in addition to several national dramatic and special events shows. CBC sustainers such as *Stag Party*, *Montreal Symphony*, *The Army Sings* were also utilized.

Radio liaison officers estimate that more than 2,600 station hours were devoted to the week, divided among 91 stations. In addition to this were added spot announcements, both free and donated by sponsors, and mention of Army Week on commercial shows.

Camp Lee's Radio Staff Headed by Sgt. Talbot

SEVERAL erstwhile radio men make up the radio section, Office of Public Relations of the Quartermaster Replacement Training Center at Camp Lee, Va. Head of the section is Staff Sergeant Paul Talbot, former television and radio actor, who was the first to be seen on CBS television, and who participated in *Aunt Jennie's Stories*, *The Aldrich Family*, and several daytime serials.

Assistant head is Sergeant Charles Underwood, formerly of WWSW, Pittsburgh, and just prior to his induction into the Army chief announcer at WMBS, Uniontown, Pa. Corp. Harold Phillips, former announcer and producer at WRNL, Richmond, is technician and writer. Private First Class John Pickard is in charge of script. He was formerly co-writer and director of *Young Doctor Malone* and appeared on Broadway with Frederick March in *Your Obedient Husband*.

AFRA in Chicago on July 7 reelected Ray Jones, executive secretary, Virginia Payne, president, Philip Lord, treasurer, and Norman Barry and Paul Nettings, vice-presidents. New Officers elected are Hellen Van Tuyl, recording secretary, Bob Bailey, vice-president.

Dominion Is Urged To Take Stations

But Not All Private Outlets Are Included in Proposal

ASKED by a member of the Parliamentary Committee on Radio Broadcasting whether the Canadian Broadcasting Corp. should take over the private stations of Canada, E. L. Bushnell, CBC program chief, told a recent session at Ottawa that in his personal opinion some private stations should be taken over, but not all, and that the private stations were effectively contributing to broadcasting in the Dominion.

Maj. Gladstone Murray, CBC general manager, now plays a secondary role in the affairs of the CBC to his nominal inferior, Assistant General Manager Dr. A. Frigon, it was claimed by Gordon Graydon, a member of the Parliamentary Radio Committee. He phrased the position with respect to CBC management in this picturesque fashion: "The general manager has been moved from the royal suite up to the attic. He has been allowed to take the name plate with him and that's all."

'Nominal' Direction

Maj. Murray is in charge of programs and public relations and continues in nominal charge of all the business of the corporation, but Dr. Frigon is responsible for the technical and financial departments and is in charge of the French-Canadian programs. The division of authority between Murray and Frigon is one of the features of this Parliamentary inquiry which has been proceeding for some time.

Testimony by a former assistant, E. A. Pickering, that Maj. Murray had spent $1,000 in 1939 without authorization of the CBC board of governors, was refuted by Murray who stated "there had been nothing sub rosa or hidden" about these expenditures and that they had been necessary.

They were made, he said, about the time there was discussion in the United States of extending control over private broadcasting facilities there and it had come to his knowledge that the record of the CBC might be used in a manner which would affect the privately-owned U. S. stations and that consequently the CBC relations with them might be injured.

"It was learned at one time that there were reasons for these apprehensions and that they might become greater," Maj. Murray stated.

Any Pianos Today?

A PIANO large enough for the service boys to lean on when they got together for a songfest was the recent request of the Seattle YMCA. KIRO was asked to help. The station had just put on two spot announcements for the "Y" when a call came in from Mount Vernon, Wash. Result: an outright gift of a grand piano, large enough for the parked elbows of a chorus.

Granik Aids Nelson

THEODORE GRANIK, conductor of the *American Forum of the Air* over MBS, has been appointed as a special advisor to Donald M. Nelson, chairman of the War Production Board, according to an official announcement. Mr. Granik is a practicing New York and Washington attorney outside of his radio activity. In the past he has served as assistant district attorney of New York and more recently as counsel to the U. S. Housing Authority. He will serve without compensation.

Mr. Granik

DOUG EVANS, KFI-KECA, Los Angeles, producer, portrays an announcer-mc. in the RKO film, "Sweet and Hot". Radio sequence scene was shot in CBS Hollywood studios.

15 CBS PROGRAMS NOW GO OVERSEAS

CORN PRODUCTS REFINING Co., New York, and R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will shortwave two of their programs to the AEF, making a total of 15 CBS commercial shows to be heard by overseas troops.

Stage Door Canteen, which makes its debut on CBS July 30 as an institutional program for Corn Products, will be transmitted abroad, Monday, 6:45-7 a.m., starting Aug. 3. Show is based on entertainments for servicemen, put on by the American Theatre Wing, and is handled by C. L. Miller Co., New York.

R. J. Reynolds' *Vaughn Monroe's Orchestra*, summer replacement for *Blondie*, is to be beamed overseas, Monday, 7:30-8 p.m., starting Saturday, July 25. William Esty & Co., New York, handles the account for Camels, and Prince Albert tobacco.

MEN WANTED

★ . . over 45 or Draft Exempt

ENGINEERS

ANNOUNCERS

SALESMEN

An important Basic Station in the East. Good pay plus bonus. WRITE giving full particulars of experience and references. All replies strictly confidential.

SEVERAL POSITIONS NOW OPEN!

Box 669, BROADCASTING

delivering a market

● The clearer, more powerful new signal of WSIX—5,000 watts on 980 kc—blankets the rich Nashville market—in effect, wraps it up and delivers it to the national advertisers using this station. Here's a set-up made to order for the agency or advertiser whose campaign must get results. Rate card still unchanged gives you the old 250-watt rates for the time being.

NATIONAL REPRESENTATIVES—SPOT SALES, INC.

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

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Paging Mr. Arnold

JIMMY PETRILLO has picked his fight with radio and other "non-public" users of what he chooses to call "canned music". He's got it now.

No one, outside the trades affected, paid much attention to Jimmy when he sounded his pronunciamento to the AFM convention in Dallas last June 8, announcing that AFM members wouldn't record for transcriptions or records, except for home consumption, effective Aug. 1. It wasn't until he carried the issue to the daily press just a fortnight ago that things began to happen. And, much to Jimmy's chagrin, practically all of it has been unfavorable.

Obviously, Jimmy is shooting for bigger things than meet the eye. He wants more money out of radio. The WSIX-MBS incident of last April was a clear-cut indication of that. Now the KSTP development, wherein unending demands have been made of the station, appears to prove the point. He wants NBC to drop KSTP for musical feeds under pain of a strike threat.

Jimmy now has collided with the public, as well as with several industries struggling to do their best in the war effort. He proposes to deprive the public of music they want to hear, whether over the air via transcriptions and recordings or through juke boxes. On the heels of his recording ban, he has forced NBC to discontinue a 12-year-old sustaining program of amateur bandsmen (non-card holders) from the National Music Camp at Interlochen, Mich, a juvenile, nonprofit organization.

Neither the recording ban nor the summary termination of the sustaining program will relieve purported unemployment of musicians. It's simply a part of Petrillo's larger effort to coerce and intimidate until he gets a better national deal for his members from radio.

Court cases on the "made work" issue, have gone against the Government during the last year. Here, however, we have union demands that obviously will make it more difficult for an industry such as radio to cooperate to its fullest in the war effort. Here is "made work" with a vengeance.

Jimmy may recant, now that public opinion appears almost unanimously opposed to his campaign. Irrespective of that, we feel it's up to Assistant Attorney General Thurman Arnold to test the whole question of labor unions running riot, as reflected in the Petrillo moves.

'Essential' Industry

RADIO BROADCASTING, at long last, is declared an industry "essential" in the war effort. This does not constitute a panacea, however, that will automatically relieve broadcasting of its war problems or its manpower and equipment shortages. Far from that!

Selective Service has announced simply that it has distributed to its agencies a list of 34 "broad essential activities" compiled by the War Manpower Commission. Radio broadcasting, along with telephone, telegraph, newspapers and television services and the repair of facilities, is listed among these services. The importance of this is apparent, but it constitutes only the initial step.

It is emphasized that this list was prepared to guide local draft boards when considering individual registrants for occupational classifications. It in no way alters the statutory ban on group deferments. It means that when a draft board finds that the business in which the registrant is engaged comes under some group in the 34 enumerated, consideration then will be given to whether that particular activity is essential. Then the board will determine whether the occupation of the registrant, within that activity, makes him a "necessary man".

There is yet to come some formal action, presumably from the Manpower Commission, dealing with minimum personnel requirements of each class of station. All other things being equal, it is logical to assume this formula will specify that a station's technical department can't be stripped unduly, and that there must be a specified minimum in the executive, programming, technical and other necessary staff positions.

These moves are bound to have a salutary effect on over-all operations. They don't cure the equipment shortage problem, however. But the fact that radio now falls in an essential classification may be of significance even there. The seriousness of the personnel and the equipment problems can't be overemphasized. It's a question of whether many stations will be able to operate at all a few months hence.

Steps are being taken to relieve the equipment shortage. A new tube survey is being made at the direction of the Board of War Communications, with returns due by Aug. 1. Thereafter, means of evolving voluntary belt-tightening, to conserve equipment, will be devised. Then an effort will be made, based on requirements indicated by the tube inventory for fabrication under a WPB allotment of sufficient repair and replacement materials to maintain radio as the "essential" operation it now is judged to be.

All this isn't as easy as it sounds. The situation is tight. But there is gratification in the fact that everything possible is being done by Government and industry alike.

So Far So Good

STRUCTURALLY, the new organizational plan of the Office of War Information seems sound. If the gap can be smoothly bridged between the old helter-skelter methods of doling out war news to radio and the press, and if certain contemplated changes are carried out without political interference, it will represent a fine job by Elmer Davis, director, and Milton Eisenhower, associate director and author of the plan.

In all fairness to other media, it should be pointed out that radio, the movies and the newspapers were favored by having special bureaus under Gardner (Mike) Cowles, as assistant director in charge of the so-called Domestic Branch, but advertising as a whole was neglected. There certainly ought to be an Advertising Bureau covering that broad field as a whole, particularly in view of the enormous job the entire advertising fraternity is doing for the war effort—a job being recognized by the diminution if not the actual abandonment of the campaign of some of the Government's starry-eyed boys, only a few months ago, to put the clamps on advertising in one way or another.

Mike Cowles, highly capable radio executive and newspaperman, was an ideal selection as chief of the Domestic Branch under whom six bureaus fall, including William B. Lewis' radio bureau, taken over practically intact from the old Office of Facts & Figures where it did an excellent job. Archibald MacLeish stays on as one of the five top men, taking charge of the so-called Policy Development Branch, where his talents should find full sway.

Playwright Robert Sherwood, as head of the Overseas Branch, keeps his old Donovan Committee setup virtually intact, with much work yet to be done on the international shortwaves; some of its functions, however, overlap the Domestic Branch and will inevitably be absorbed by it. Robert Horton, former information chief of the Office for Emergency Management, is eminently qualified to head the all-important newsroom under Mr. Cowles, which will feed press and radio alike.

The Davis - Eisenhower - Cowles - MacLeish - Sherwood hierarchy should insure approach to the news problems with plenty of experience and intelligence. The whole radio-press fraternity is inclined to give them the benefit of every break—and certainly of every cooperation in the war effort. Organization was but the first step. Next must come the elimination of deadwood and the determination of competence. Always there will be the problem, already faced by Mr. Davis in the case of the saboteurs' trial, of persuading the bureaucracy and especially the military that an informed public, which doesn't ask to be told information palpably valuable to the enemy, is one of the best safeguards of democracy.

We Pay Our Respects To —

CLARKE ROGERS BROWN

AS ONE station representative put it—"I tried to 'phone Clarke Brown long distance to Memphis, was informed he'd recently left for Los Angeles and Phoenix. So, knowing him, I phoned the latter city to learn he'd gone on to Denver. I then wired Denver and when I finally talked to him in Chicago, learned that the wire had reached him in Minneapolis."

And that is just one example of how Clarke often flies around the entire United States performing his job of radio director, timebuyer and account executive for one of the South's largest agencies.

During the past year-and-a-half Clarke has spent more than two-thirds of his time on-the-road, visiting radio stations, buying time, producing spot and regional network programs, studying markets and making friends with the entire broadcasting industry. Between trips he finds time to supervise the radio department and solicit new business for his employers, Lake-Spiro-Shuman, Memphis.

Breaking into advertising came easily by a lucky mistake. An uncle, then with a Chicago agency which could not find a place for Clarke, phoned whom he thought to be a friend of his, but who, in reality, was a man with a similar name whose phone number was listed right under the friend's name. Laughing over the mistake, the two men got to talking and the uncle explained the purpose of his call, and to his astonishment was told to "send the boy over". Clarke got the job.

In Chicago was born his first love for traveling as a field manager on the company's historical publications and this experience proved to him that much more could be accomplished through personal contact than through long distance letter writing.

Therefore, several years ago, when his agency won a client's approval for a revolutionary test of spot radio, Clarke insisted on going into the field to make market studies, buy the time and arrange for a check-service on results. He then returned to Memphis, assisted in writing the commercials and went to Chicago to supervise the making of the recordings. This test, started on three southern stations scarcely three years ago, was so successful that today that client is using almost 200 stations.

But the initial success of this test has not in itself been wholly responsible for the expansion to that large list of stations. Much radio research and field work has intervened. Whenever a market is not paying out or if it is showing an abnormal sales volume, Clarke is on a plane or train, rushing to find out "why".

He talks with the station men, retail dealers, jobbers and consumers. He finds out what the competitors are doing and listens to learn how their commercials differ from those of his client, then he returns to Memphis and lays the cold facts before his associates and clients.

From the creative standpoint, Brown loves to experiment with new ideas and will often sit a full day with Avron Spiro (agency president) while the two pitch ideas back and forth. It was in just such a session that they hit upon the idea of sound-effect trade marks for radio advertised products and several of these have been so successful that they have won nation-wide consumer recognition. According to Brown, the radio sound trade mark must imply the essential qualities a product has to offer.

Naturally he can't give business to every station in each market and he is often asked how he can turn stations down and still hold friendship with the management. "Well," he replies, "it isn't easy, but if, after the lucky station has been decided on, I can look at myself in the mirror and say every station got a fair chance to make their bid, I feel all right and I believe the boys on the losing end do likewise. I always make it clear that they'll have another full chance next time. Then, if its okay with them I know those losers are really our friends and fellows who'll work even doubly hard for us when and if they later become the chosen one."

He would rather play golf and bridge than do anything else for relaxation. He is also an ardent photographer.

In 1935 he returned to Chicago and took a position in the research department of Blackett-Sample-Hummert. There he remained until January 1936. At that time his boss moved over to H. W. Kastor & Sons and Kastor immediately invited Clarke to take the post. At Kastor he became research director and learned timebuying from a market analysis standpoint. Then in the fall of 1938 he joined his present agency.

Shortly before going to Memphis, Clarke married a Chicago girl and they now have one son, Clarke Jr., and a step-son, Andrew. They live in a new apartment building with a big park for Clarke Jr. to play in. Mrs. Brown would be afraid to live in a house until Clarke Sr. stops traveling so much . . . and, if we know Clarke, this will be some time in the future because it's in his blood and he likes radio too well.

Personal NOTES

R. T. (Bob) BOWMAN, Canadian Broadcasting Corp. special events chief, is back in England to give a weekly Sunday evening news review for the CBC from London. Bowman went to Britain for the CBC in December, 1939, stayed 15 months, came back to Canada a year ago and was on the Pacific Coast for the CBC just prior to being transferred again to London.

E. S. DICKINSON, formerly of the sales staff of WHIP, Hammond-Chicago, and WCFL, Chicago, and before that with the advertising department of the *Kansas City Star*, has joined the local sales staff of WBBM, Chicago.

NELSON POYNTER, owner of WTSP, St. Petersburg, and editor of the *St. Petersburg Times*, who is Hollywood liaison for the Bureau of Motion Pictures of the Office of War Information under Lowell Mellett, was in Washington July 13 and 14 and has returned to his Hollywood office.

FOX CASE, CBS West Coast director of public relations, is in the East on network business.

CONSTANCE HARRIS, for 11 years statistician, research head and writer of a business news column of the *Providence Journal-Bulletin*, has been appointed statistician of BLUE. She replaces Howard Selger, who resigned recently to join the Army. Miss Harris was assistant to the professor of business statistics at the Harvard Business school for three years.

MURRAY MORRISON, manager of CKGB, Timmins, Ont., has received his Army call.

EARL J. GLADE, vice-president of KSL, Salt Lake City, acted as m.c. at the induction of the first platoon of the Mormon Battalion into the Marines.

HERBERT KENDRICK has been named general manager of WJLS, Beckley, W. Va.

A. D. WILLARD Jr., general manager of WJSV, Washington, has been nominated as chairman of the Radio Committee of Washington's Community War Chest.

SLOCUM CHAPIN, formerly general manager of WSRR, Stamford, Conn., owned by Steve Rintoul, has joined the sales staff of Howard H. Wilson Co., New York, station representatives. Chapin served at one time as local sales manager of WKBN, Youngstown, and was in the sales department of WOC, Davenport, Ia.

HENRY A. ARNOLD, who recently arrived in New York from Chile where he was vice-president and general manager of the Chile Telephone Co., subsidiary of IT&T, has been elected an IT&T vice-president and will shortly go to Buenos Aires to make his headquarters.

WILLIAM H. WEST, former manager of WTMV, E. St. Louis, Ill., is now associated with Florida Aircraft Radio Corp., Fort Lauderdale, Fla.

ARTHUR F. HARRE, local sales manager of WIND, Gary, and prior to that for six years manager of WAAF, Chicago, has been appointed sales manager of WJJD, Chicago.

HELEN SIOUSATT, CBS director of talks, is at work on a book titled *Mikes Don't Bite*, to be published this winter by L. B. Fischer Publishing Corp. Problems and details of broadcasting are discussed in the book. Miss Siousatt is editor of *Talks*, CBS quarterly digest of addresses presented on the network in the public interest.

W. A. COOGAN, foreign sales manager of Hygrade Sylvania Corp., New York, has been reappointed chairman of the Radio Mfrs. Assn. Export Committee for the coming year.

RAY NEIHENGEN, sales traffic manager of the BLUE-Chicago, has been transferred to the BLUE local and spot sales staff as a salesman. He is succeeded by Bob Ewing, traffic manager for local and spot sales and Gladys Ferguson, secretary, has been appointed to succeed Mr. Ewing.

JOHN WHITEHEAD, Hollywood editor of *Radio Life*, fan publication, has joined the Marine Corps as a private.

BILL BOCHMAN, manager of WCOS, Columbia, S. C., is the father of a girl born June 27.

Botterill Heads CJOC

APPOINTMENT of Norman Botterill, formerly assistant manager of CKWX, Vancouver, B. C., as manager of CJOC, Lethbridge, Alta., was announced last week. Other CKWX changes are the naming of Stuart MacKay as production manager and the leaving of Don McKim, promotion manager, to enlist in the Royal Canadian Air Force.

Coyle In Navy

BILL COYLE, radio director of the *Washington Star*, which operates WMAL, has been called to active duty as a lieutenant (j.g.) in the Navy and will report to Dartmouth for two months training. No successor has been announced.

XUM

BEHIND the MIKE

BRUCE DENNIS, special events and publicity director of WGN, Chicago, for the last two years, has joined the Navy as a lieutenant (j.g.) and will spend a two-month indoctrination period at Dartmouth U. He will be replaced at WGN by Dale O'Brien, formerly with the Chicago office of Howard Mayer.

HAROLD RUSSEY, formerly of WHMA, Anniston, Ala., has joined the staff of WLAG, LaGrange, Ga., as program director.

RALPH SILVER, publicity director of WPAT, Paterson, N. J., has resigned to join the Army. His duties have been taken over for the present by Mrs. Ruth Leafer, assistant to Henry Miller, program director.

CHRIS FORD, continuity writer of the BLUE-Chicago, is the father of a boy born July 13.

DAN CUBBERLY, announcer of WLS, Chicago, and recently of KOY, Phoenix, is the father of a baby boy, Lawrence Stuart.

MARSHALL McGUINEAS, son of William A. McGuineas, sales manager of WGN, Chicago, who was a Marine sergeant in the last war, was sworn in the Marines on July 13 and is in training at San Diego.

CARL SAUNDERS, formerly news and production manager of WBTM, Danville, Va., has joined KPAS, Pasadena, Cal., as announcer.

"SOMETHIN' NEW KIN BE ADDED TO YOUR RED RIVER VALLEY SALES VOLUME! TRY A FEW SPOTS ON WDAY—AND SEE FER YOURSELF!"

WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE
FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

Skornia at Indiana U

HARRY J. SKORNIA, program director of WIRE, Indianapolis, has been appointed director of radio programs at Indiana U. succeeding Melvin R. White, who will enter military service. Mr. Skornia, before his appointemnt as WIRE program director was a continuity writer for the station and also has done writing and production in Detroit and Ann Arbor, Mich. The Indiana U radio division presents its programs via WIRE and WHAS, Louisville.

JACK PEACH of the Canadian Broadcasting Corp. overseas unit, who went to Britain about a year ago and has been principally on Air Force broadcasts, has been granted leave of absence for the duration and is now serving with the Royal Canadian Air Force in Britain.

JOHN G. ERIXON, announcer of WTAR, Norfolk, joined the Army July 2 and is stationed at Camp Lee, Va.

JANE DEALY, graduate of Vassar and of Columbia School of Journalism, has joined the news department of CBS as writer. Miss Dealy is a winner of one of the Pulitzer Traveling Fellowships awarded to journalism students.

JOHN BOGGESS, formerly program director of WLAG, LaGrange, Ga., has been assigned to the Navy radio school, Charleston, S. C.

O. LEONARD BEARDSLEY, formerly of KINY, Juneau, Alaska, has joined the announcing staff of KIRO, Seattle.

EL PELTRET, formerly head of the news staff of KIRO, Seattle, has shipped out as a purser in the merchant marine.

STAN BROWN, news editor and special events manager of KOA, Denver, enters the Army July 27 in the volunteer officers training corps. He will be succeeded by Bill Day, assistant news editor, who in turn will be replaced by Jim Bennett, a newcomer to the station.

STEVE ROBERTSON, formerly of KSD, St. Louis, has joined the announcing staff of KOA, Denver.

ARTHUR W. LINDSAY, long connected with radio on the Pacific Coast, has been named head of news and special events of KIRO, Seattle.

EUGENE HUNTON has been added to the announcing staff of KGVO, Missoula, Mont.

BOB PAGE, announcer of KGGF, Coffeyville, Kan., is now a Marine stationed at San Diego. Eric Norman, of Oklahoma City, has joined the KGGF announcing staff.

KNOX MANNING and Wen Niles, Hollywood commentator and announcer respectively, have been signed to narrate "Beyond the Line of Duty", Army Air Forces short subject film.

LEON KRUPP, continuity editor of KGNC, Amarillo, Tex., will shortly report for Army officer's training.

ROBERT LAMB, guide of NBC-Chicago, has joined the announcing staff of WDSU, New Orleans. Edward G. Lueders and Allan H. Ferguson, Jr., are new members of the guide staff of NBC-Chicago.

HENRY D. LIVEZEY, former Chicago investment salesman, has joined NBC-Chicago as guest relations manager.

BLYTHE MILLER, new to radio, has joined KOY, Phoenix, as commentator and conducts a twice-weekly quarter-hour of news directed to women.

BILL DAVIS, sportscaster of KDRO, Sedalia, Mo., recently married Irene Vaughan, of Sedalia.

GENE HALLIDAY, will supervise scheduling and production of national and local spot announcements of KSL, Salt Lake City, in changes announced by Glenn Shaw, production manager. Lynn McKinley of the production staff has been appointed supervisor of the transcription library and Mary Dell Mare was placed in charge of sound effects.

CHARLES THOMPSON, formerly announcer of WEEU-WRAW, Reading, Pa., has joined the announcing staff of WKBN, Youngstown, Ohio.

CLIF DANIEL, program director of WCAE, Pittsburgh, recently took his first solo flight at nearby Butler airport. Bill Schroeder, sales manager, and Tom Thumb, are taking preliminary flight lessons.

FRED HEIDER has resigned from the NBC, New York, script department to accept a position with the radio section of the American Red Cross in Washington.

WES BATTERSEA, free lance announcer, has joined KLZ, Denver.

PATRICIA McKEVITT, formerly reporter of the *Spokane Spokesman-Review* and a copywriter with Western Adv. Agency, Seattle, has joined the publicity department of KIRO, Seattle. Fordon Davis, formerly with KVI, Tacoma, and WILL, Urbana, Ill., has joined the continuity department of KIRO. Elleta Bullard, formerly of KPDN, Pampa, Tex., has joined the station's traffic department.

ARNOLD MARQUIS, NBC Hollywood producer, is the father of a girl born July 6.

MARYA MATTYAS, vocalist at WHCU, Ithaca, N. Y., is on a concert tour of Midwestern cities.

LA DONNA HARRELL, 15-year-old accordionist and singer, has joined the talent staff of WDZ, Tuscola, Ill.

GEORGE R. REED, student of Albion College, has joined the announcing staff of WIBM, Jackson, Mich.

JACK KEARNEY, night club and band booking agent, has resigned from Music Corp. of America, to assume the direction of the night-club booking division of the National Concert Artists Corp.

BILL BURNETTE, formerly of WORD, Spartanburg, S. C., has joined the announcing staff of WCOS, Columbia, S. C.

EUGEN SAFFERN, graduate of the Missouri U School of Journalism, has joined the staff of KWK, St. Louis, as assistant news editor. Saffern previously wrote news for the university station KFRU, and worked as a reporter on the *Columbia* (Mo.) *Missourian*.

HAROLD GILMAN has been elevated to program director of WSLB, Ogdensburg, N. Y. Ellen Emery, new to radio, has joined the announcing staff as women's commentator.

WRAK

Williamsport, Pennsylvania, is

Serving a busy industrial, farm and war producing market. With more income for more buying, Williamsport is an ideal test town.

— NBC —

Representatives
J. P. McKinney and Son

Meet the LADIES

EILEEN FLAKE

EILEEN FLAKE, traffic manager of WBAP-KGKO, Fort Worth, went to work for WBAP on March 29, 1925, her initial duties consisting of playing hostess to gaping studio visitors and answering telephonic requests for *The Prisoner's Song*, song rage of the time.

By 1926 she was doing the above work plus writing a radio gossip column for the *Fort Worth Star-Telegram*. This popular literary effort was known as "Studio Static". Between paragraphs Eileen found time to exercise her histrionic abilities as "the first soap opera queen in the great Southwest".

When WBAP passed from the sustaining into the sponsorship era Miss Flake became traffic manager and secretary to Manager George Cranston. Upon the merger of WBAP and KGKO in June, 1940, Miss Flake became traffic manager of both stations.

GENE CLARK, former NBC staff writer in San Francisco, has been transferred to the network's New York office as scripter for *Ted Steele's Studio Club*, the format of which is being changed, and for *Dough-Re-Mi* new musical game series.

WILLIAM SERQUE, traffic manager of WTAR, Norfolk, Va., is the father of a baby boy, Peter Arnould.

DAVE TYSON, chief announcer of WWSW, Pittsburgh, has taken a leave of absence to serve as director of children's activities at Steel Pier, Atlantic City, where he is known as "Daddy Dave."

GORDON BURKE, formerly KPAS, Pasadena, Cal., announcer, and prior to that on the staff of KGMB, Honolulu, has joined KHJ, Hollywood, in a similar capacity.

THOMAS J. DiMATTEO, draftsman in the BLUE research department, has joined the Army.

HELEN LIBERI has joined the staff of the program department of WOR, New York, replacing Elaine Ross, resigned. Doris Broder has been added to the WOR music library, succeeding Phyllis Rappaport who resigned to join the New York Public Library.

PHIL RYDER, formerly head of the guest relations staff of KPO, San Francisco, has been transferred to the sound effects division of NBC. Borrie Hyman replaces Ryder.

EDDIE POLA, former NBC producer, has joined WNEW, New York, in the new post of program director for the station's expanded schedule of live talent programs. He will work with Bill McGrath, WNEW program manager.

RICHARD LEVY, son of I. D. Levy, executive of WCAU, Philadelphia, and acting head of the station, has joined the staff of WCAU's newsroom.

FRIEDA BLOOM, of the continuity department of WFIL, Philadelphia, and Sydney Levy, will be married July 26.

FRED NILES, formerly of KGLO, Mason City, Ia., and before that of KVFD, Ft. Dodge, and WHA, Madison, Wis., has joined the announcing staff of WAAF, Chicago.

JAMES McGUINN, of the press department of NBC-Chicago, is the father of a boy, James J. McGuinn III, born July 13.

BILL DEMEY, formerly of WSMK, Dayton, and WKBV, Richmond, Ind., has joined the announcing staff of WLOK, Lima, O.

BOB DIXON, formerly of WHYN, Holyoke, Mass., has joined the announcing staff of WTAG, Worcester, replacing Clive Davis who is now with the BLUE network.

HAROLD A. SAFFORD, program director of WLS, Chicago, has returned to Chicago after five weeks in Tucson supervising reorganization of KTUC, affiliated with the WLS ownership.

Howard A. Miller Given Commission in the Navy

CONSIDERED the youngest station official when he was granted a license and founded the Galesburg Broadcasting Co. in 1937, Howard A. Miller, president and general manager of WGIL, Galesburg, Ill., has been commissioned an ensign in the Naval Reserve and will report to Harvard U for training on August 1.

Prior to entering the radio field, Mr. Miller was in public relations work, associated with his brother, Harry B. Miller Jr., now also in the Navy as a lieutenant j.g., and Lou Cowan.

Broholm Heads WLS Continuity

RAY BROHOLM, saleseman of WLS, Chicago, and before that advertising manager of American Gas Machine Co., Albert Lea, Minn., has been appointed continuity director of WLS, succeeding Frank Baker who resigned to join WJWC, Hammond. Jerry Walker, formerly of KOAC, Corvallis, Ore., and KWSC, Pullman, Ore., has joined WLS, replacing Bill Adama, now in the Army Signal Corps.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

The Customer Is the "Doctor"

Just how "well" or how "sick" an advertising medium may be depends on the "DOCTOR"—and he's none other than the ADVERTISER.

Here's what an important advertising agency has to say about WWVA's "health":

"We don't mind telling you WWVA is the best station on our clients' list."

Let Us Be the Best on YOUR LIST!

WWVA — A HOST INDUSTRY STATION — WHEELING, W. VA

We Talk to the Masses in—
Eastern Ohio
Western Pennsylvania
and West Va.

Purely PROGRAMS

FAMOUS DETECTIVES from well-known mystery stories will be presented in dramatizations of the murder cases they have solved in *Murder Clinic*, weekly series starting on MBS July 21. The series opens with E. C. Bentley's "The Ordinary Hairpins", with Philip Trent, portrait painter, as the principal character. Other fictional detectives who will step from the pages of best-selling thrillers will be: Reginald Fortune, Uncle Abner, Monsieur Dupin and Max Carrados. The works of Edgar Allen Poe, Edgar Wallace, T. S. Stribling and other mystery writers will be featured.

* * *

War Heroes

AMERICAN HEROES are heard in a series of transcribed interviews at the close of *Lone Ranger* programs on BLUE, in connection with The Lone Ranger Victory Corps, a nationwide group of boys and girls organized to help win the war on the home front. First of the series, prepared in cooperation with the Army and Navy, presented Lt. Elliott Vandevanter, who was awarded the Distinguished Flying Cross for his part in a raid on a Japanese landing party in the Philippines.

* * *

DEVOTING each program to some agency in America's war effort WCKY, Cincinnati, each Saturday morning presents *Off the Record*. Program includes current popular music with the patriotic talks and dramatizations.

Canadian Information

A COMPREHENSIVE report of the Canadian scene from every angle will be featured in a series of 13 or more weekly programs starting in the fall on the national network of the Canadian Broadcasting Corp. *This, Our Canada* will be a Sunday evening 45-minute presentation following the national news summary and will picture Canada as an entity. The program is being produced by the CBC Features Department, is written by Gerald Noxon, has a new all-Canadian music score, and is being produced in conjunction with a number of Adult Education Groups. It is reported to be the most ambitious CBC program undertaking in its history.

* * *

Phoning Farmers

TO KEEP ABREAST with farm problems in Central Illinois without using tires and gas, Clair B. Hull, manager of WDZ, Tuscola, Ill., has started a noonday program five days weekly consisting of telephone interviews with farmers in the area.

* * *

10%

CONCENTRATED on war savings, the *Ten Percent Club* is presented weekly on WMEX, Boston, with a variety show by the combined talents of the WMEX staff.

Guess The Song

TO STIMULATE War Bond and stamp sales, weekly one-hour BLUE audience participation program, at Los Angeles Ambassador Hotel featuring Freddy Martin's orchestra, was inaugurated July 12, Sunday, 11-12 p.m. (PWT). Contestants, selected by matching table numbers with those drawn by Hank Weaver, m.c., attempt to guess titles of an orchestra medley. Played on a win, show or place basis, purchase of a predetermined number of War Bonds or Stamps in each division is the forfeit for an incorrect guess. Accurate answer obligates musicians to do the purchasing and also brings the winner a phonograph album of that orchestra's music.

* * *

Station vs. Station

WITH war stamps as prizes for correctly answered questions, Quiz of the Coast, weekly half-hour station versus station contest, currently alternates between studio audiences of KHJ, Hollywood, and KFRC, San Francisco, in a two-way duel of wits. Participants are selected at random from audiences. Following establishment of respective north-south batting averages, challenges will be issued by KFRE, Fresno, and KGB, San Diego.

* * *

Red Cross

WAR SERVICES performed by Red Cross workers, and the need for volunteers, are interwoven in a transcribed quarter-hour series on WWRL, New York, titled *Frontlines of Mercy*. In addition to dramatizations of different phases of the work of the American Red Cross, the programs present military leaders and public officials as guest speakers.

* * *

Irish and Scotch

GAELIC language recordings imported from Ireland and Scotland are featured in the program *Celtic Melodies* on KYA, San Francisco, each Sunday. The background of each selection is discussed informally by J. C. MacDonald-Hay, authority on Gaelic, and Lenn Curley, KYA announcer.

Medley Contest

A MUSICAL GAME program with cash prizes presented on NBC and titled *Dough Re Mi*, features a contest medley of ten tunes, played by Paul Lavalle's Orchestra. Listeners are asked to spot a key word in the titles of at least five of the melodies. Using only words beginning with the first letter of the key words, contestants send in five-word alliterative slogans, comments or descriptions about the program or any participating artist. Weekly cash prizes are awarded for the best entry.

* * *

Tips To Brides

AIMED at newlyweds, a new thrice-weekly quarter-hour program of kitchen hints titled *How to Win and Keep a Husband*, has been started on KFI, Los Angeles. Built around latest nutritional discoveries and methods of food preparation, the series is conducted by Agnes White, home economics expert.

* * *

Kiddie Club

CHILDREN have a club of their own organized by WCED, Dubois, Pa., called *Vacation Club* broadcast Monday through Friday. After obtaining membership all the kiddies who obtained cards that week meet at the studios each Saturday and are led off on a picnic and hike.

* * *

George, The Fan

LEVITY is the keynote of a comedy revue with musical interludes on WOR, New York, titled *Nothing Serious*. Caswell Adams, sports writer of the *N. Y. Herald Tribune*, m.c.'s the show and George Mathews, comedian, plays the part of a typical sports fan.

* * *

See Philly

A PROGRAM to alleviate travel troubles, has been started on WFIL, Philadelphia. Called *On Foot*, the program in travelogue style lists attractive places Philadelphians may visit without using gasoline and tires, and is sponsored by the Philadelphia & Western Railway Co., suburban trolley lines.

* * *

Reading The Funnies

A DAILY REVIEW of the newspaper comic strips is sponsored by the *Philadelphia Daily News* on WDAS, Philadelphia, each day for 15 minutes. On the *Daily News Comic Page of the Air*.

"SOMETHING YOU WANT TO TELL THEM?"

asks Suzy our Steno. "If you do, tell them in the WSA "I OPENER", mailed monthly to 4,500 dealers and wholesalers. Its interesting columns tell about your program, encourage preferred merchandising of your product . . . ANOTHER reason WSAI means EXTRA RESULTS in Cincinnati."

WSAI'S SALES AIDS
1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

Agencies

RICHARD DIGGS, co-director with Blayne Butcher of the radio department of Lennen & Mitchell, New York, has resigned to join the OWI in San Francisco. Butcher will serve as acting head of the department.

JOHN LEINBACH, formerly on the radio scriptwriting staff of J. Walter Thompson Co., New York, has joined the U. S. Ambulance Corps.

JOHN DeNERO, who has served for the past five years as art director on the RCA account for Lord & Thomas, New York, has been appointed head art director of the agency. DeNero was previously with J. Walter Thompson and Benton & Bowles, New York firms.

EDWARD BRASH, formerly of Segall Adv. Agency, San Francisco but more recently sales promotion director of Hastings Clothing Co., and Miss La Bess Eisen were married recently.

NORMAN F. D'EVELYN, part owner of the D'Evelyn & Wadsworth Adv. Agency, San Francisco, recently joined the Engineers Corps of the Army with rank of captain.

JOHN D. MORGAN, formerly radio director of Phil Gordon Agency, Chicago, and holder of a first class amateur operator's license, is on leave as a CAA instructor in electronics in Minneapolis.

JACK SAYERS, formerly West Coast publicity director of Young & Rubicam and currently in New York, will manage Hollywood offices of George Gallup Co., to be established in late July.

MARY BILLS has resigned as secretary to Conrad Krebs of RKO Radio Pictures publicity department to join the radio division of Myron Selznick Ltd., Beverly Hills, Cal., talent service.

AMORY ECKLEY, Hollywood radio executive of Music Corp. of America, as been commissioned a lieutenant in the Army Air Forces and is stationed in Florida for ground crew instruction.

COMPTON ADV. Inc., has discontinued its Hollywood radio production offices.

S. DUANE LYON Inc., New York, has taken additional office space adjoining its quarters at 9 Rockefeller Plaza.

OPERATION PROVES FATAL TO ECKHARDT

HENRY ECKHARDT, 48, chairman of the Board of Kenyon & Eckhardt, New York, died July 12 at Roosevelt Hospital, New York, following an operation and one month's illness. Prominent in advertising circles, Mr. Eckhardt also was chairman of the board of directors of the Kenyon Research Corp., and was formerly a director of the Advertising Research Foundation and chairman of the board of the American Assn. of Advertising Agencies.

A graduate of Columbia U, Mr. Eckhardt first worked in the circulation department of the *Pittsburgh Post* as an advertising copywriter and later promotion manager of *The New York Post*. He spent seven years as copywriter for Federal Adv. Agency, New York, and one year in the Army before joining Ray D. Lillibridge Inc., where he became executive vice-president in 1928.

In 1929, he and Otis A. Kenyon purchased Mr. Lillibridge's interest in the agency, changing its name to Kenyon & Eckhardt. Mr. Eckhardt was president until 1937 when he was made chairman.

Bailey in Charge

ARTHUR A. BAILEY, former assistant to Ward Wheelock, president of the Philadelphia and New York agency of the same name, has been elected executive vice-president to take over operations while Mr. Wheelock serves in the Army Air Force. Col. Ralph K. Strassman continues as vice-president at the New York offices.

Kellogg Retains

ALTHOUGH Kellogg Co., Battle Creek, has issued cancellations to take effect July 25 on the one-minute announcements for Rice Krispies which have been running on almost 100 stations 10 times weekly, the company intends to maintain its current spot schedules on Pep and Corn Flakes. In addition, Kellogg will be back on the air with announcements for All-Bran to start in early fall. J. Walter Thompson Co., Chicago, is agency for Corn Fakes and Rice Krispies, and Kenyon & Eckhardt, New York, for Pep and All-Bran.

LIKED THE STARS
Survey Shows Reader Reaction To Advertisements

IN A SURVEY of reader interest in the advertising columns of the *Minneapolis Star Journal*, the Advertising Research Foundation Inc., New York, reports that three radio station advertisements obtained high percentages of readers through display of program stars' pictures.

The survey states that two 200-line ads attracted 17% and 16% respectively of men reading the newspaper. Among women 32% and 30% were attracted. A 100-line advertisement, the report adds, attracted 13% of the men and 29% of the women. The foundation is sponsored jointly by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

KEYSTONE Broadcasting System has added the following stations: WALL, Middletown, N. Y.; WFMD, Frederick, Md.; KFQD, Anchorage, Alaska.

KYA Plans to Operate Without Net Affiliation

KYA, San Francisco, which on July 28 passes into the hands of the Palo Alto Radio Station Inc., will have no chain or network affiliations when taken over by the new group headed by Wilfred L. Davis, president and general manager. Mr. Davis emphasized that while the purchasing group has a distinct university flavor, being connected with Leland Stanford, there were no plans or projects which would tend to place the station in any specialized bracket or field.

Mr. Davis brings a varied background of exeprience in the field of music and entertainment. While a student at Stanford, he organized the university concert series in 1926. After graduation he managed the San Francisco Grand Opera Company. From 1928 to 1931 he was manager of that opera company. In 1936 he managed the Northwest Concert Division of CBS.

KYA was sold to the Palo Alto group for $50,000 by Hearst Radio.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

"Pepsi-Cola Hits The Spot" with More and More WQXR Families

Among WQXR's Regular Clients:

ADLER SHOES
BLOOMINGDALE'S
BOTANY WORSTED MILLS
G & D WINES
HELLMAN'S REAL MAYONNAISE
JERGENS-WOODBURY BEAUTY AIDS
KRE-MEL DESSERT
MAXWELL HOUSE COFFEE
MAZOLA SALAD OIL
PEPSI-COLA
RUPPERT BEER
SANKA COFFEE
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
VICTOR RECORDS
WARD'S TIPTOP BREAD
WILLIAMS SHAVING PREPARATIONS

WE play it in a pleasing, restful way, on a tinkling celeste—but it's still the same PEPSI-COLA theme song, and it still sells PEPSI-COLA!

In the 25 weeks that we've been playing "Pepsi-Cola" for WQXR listeners, PEPSI-COLA has risen from 23.2% to 40.4% in cola-drink preference among WQXR listening-families. Source: WQXR's annual brand-preference poll among our listeners.

To a man, the advertisers listed at the left will tell you that they've found WQXR to be a potent force in the New York market. In this richest of the world's market areas, WQXR is the sole *continuous* source of fine music, night and day. Our listeners are firm in their loyalty to our policy of 14-out-of-17 hours daily of good music—and they gratefully "go down the line" for our advertisers!

Maybe WQXR is the station for *you*. WQXR, New York. 730 Fifth Avenue; CIrcle 5-5566. (Chicago representatives: The Forman Company, Wrigley Building.)

TO DOC [illegible] NIGHT AND DAY

WQXR

THE HIGH FIDELITY STATION [illegible] NEW YORK

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

Studio Notes

WSAI, Cincinnati, dedicated its new downtown newsroom July 17 with a broadcast featuring introduction of WLW-WSAI newscasters by Judge William Handley. The newsroom adjoins the lobby of the new Telenews Theatre and will open simultaneously with the playhouse. Full AP, INS and Reuters news reports will be received in the newsroom in addition to the station's staff rpports and those of the *Cincinnati Enquirer*. A special teletype system has been installed to connect the newsroom with studies in the Crosley Bldg., several miles from the downtown district. AP bulletins will be posted in the Telenews Theatre lobby.

LESLIE W. JOY, general manager of KYW, Philadelphia, announced that with 100% of its personnel signed up for company-deducted war saving bonds, 8% of KYW's gross payroll is now helping further the nation's war effort. In addition to the sale of bonds, the KYW auditor's office has set up a stand trading war savings stamps for all spare change.

FAREWELL party was tendered by the staff of WGAR, Cleveland, to Lt. Elmer Krause, personnel manager and auditor of the station, who was recently commissioned in the Army Air Force.

MORE than 34 NBC Hollywood employes are now serving in the United States armed forces in this country and abroad.

MUZAK, New York, breaking its policy of not employing women in the program department, has added Betty Felter and Virginia Foster to assist Ben Selvin, head of the department. Miss Felter was previously associated with *Mademoiselle*, fashion magazine. Miss Foster was formerly with the program department of WPAT, Paterson, N. J.

GUEST HAWKSHAW on a recent *Ellery Queen* broadcast on NBC was none other than Arthur Simon, general manager of WPEN, Philadelphia, who with Ellen Allardice, a model, sought to solve the robbery perpetrated during the preceding drama. P. S.—The thief would have escaped for the amateur sleuths both named the wrong suspect.

TO BRITISH WOMEN engaged in war work, Marjorie Brook, of the editorial staff of the NBC International Division, adddresses a weekly shortwave series of news of American women's war efforts, titled *One Woman to Another*. In addition to covering the activities of women in war organizations and industries, Miss Brook, formerly associated with the *Ladies Home Journal*, includes informal talks on current fashions and the effect of various war measures, such as rationing, on the home.

IN LINE with its earlier announced policy, WTRY, Troy, N. Y., has distributed a bonus to employes for the second quarter, according to an announcement last week by William Riple, manager.

PROGRAMMED as a regular feature of the MBS network, *The Army & Navy House Party*, originated by the Yankee network, is now heard every Saturday 12-12:30 p.m. Members of the armed services weekly augment the regular *Party* cast which includes Tuth Owens, soprano; George Wheeler, tenor; Frank Cronin, organist; Ted Cole, baritone, formerly featured with Ruby Newman's orchestra; Leo Egan as m.c. andd Bobby Norris leading a 14-piece orchestra.

WROK, Rockford, Ill, through Manager Walter M. Koessler announced that the 21 employes are 100% behind the Treasury's payroll deduction plan for the purchase of war bonds.

HOW the housewife can aid in war work at home is explained during the new morale building program recently started on KOY, Phoenix. Titled *There's Work for Women, Too*, the commentary is conducted by Elizabeth Taylor.

TO HELP housewives practice wartime economy in home management, MBS presents *Penny Wise* with Mrs. Charlotte Nelson Faulkner, home management expert. Program has been heard for the past year on WGRC, Louisville.

KXL, Portland, is now presenting two half hour programs daily of Government messages in addition to intermittent spot and transcribed announcements. The programs are entitled *Your Government Speaks* and include State and local Government messages as well as Federal.

HELEN CIECIUCH, widow of Leon Ciecuch, Polish announcer killed in an automobile accident several months ago, conducts the Polish program broadcast by her husband for 16 years over WHOM, Jersey City, and other New York stations. No newcomer to radio, Mrs. Ciecuch substituted for her husband once a year for 12 years, during his annual visits to Poland.

GROUND BREAKING ceremo... for the new 85-million dollar Pratt Whitney aircraft engine plant marke... the first broadcast of the newly-forme... Greater Kansas City Network, whic... includes WDAF, WHB, KMB... KCKN and KITE. WHB fed th... July 4 program to member stations ... well as to Mutual's Kansas State Ne... work.

AS ONE of a series of salutes ... Northern California trade and indu... trial organizations, KGO, San Fra... cisco, recently presented *Radio Goes ... War*, before the San Francisco Ele... trical Club's final mid-year luncheo... meeting. It took the form of a half... hour program featuring dramatizatio... of highlight episodes in World War I... music by the house orchestra and a... insight into how radio handles d... news. In two earlier programs, these ... were keyed to suit the interests ... grocer and pharmaceutical groups.

ACCENTING the farmer because ... his importance in the war effo... WCCO, Minneapolis, has increased i... agricultural programming. Lawren... Haeg, newly-appointed agricultural d... rector ,is conducting a six-weekly, fi... minute summary of news affecting th... farmer. He interviews experts Tuesda... and Thursday to explain transporta... tion pooling, grain storage, crop insu... ance, manpower and other topics. Spe... cial broadcasts are also arranged.

WDZ, Tuscola, Ill., during the we... of July 4 gave the entire talent staf... a week vacation and used transcrip... tions, instead of following the usu... practice of staggering vacation tim... throughout the summer.

SINCE the day after Pearl Harbo... KWOC, Poplar Buff, Mo., has main... a daily practice of going off the ai... for one minute, following an announce... ment urging listeners to offer "mi... minute of prayer for victory of th... United Nations." P. H. Cunningham... general manager of KWOC, originate... the idea.

BECAUSE of the increasing interes... in war news from abroad, messag... from American soldiers abroad and re... quests from Government agencies fo... public service programs, WWRL, Ne... York, on July 13 is discontinuing an ... hours of its foreign language program... in German, Italian and Jewish. Thes... programs were considered by the sta... tion to be "unproductive," and as ... commercial commitments during the ... hours will be consolidated into othe... periods broadcasting in the same ... languages.

LESLIE NICHOLS, MBS corre... spondent in Cairo, has added tw... broadcasts to his schedule of Sunda... and Wednesday reports from th... Egyptian capital. Nichols now share... the Tuesday, 9:15 p.m. period o... MBS with London correspondent ... Arthur Mann and John Steele on al... ternate weeks, and is heard ever... Thursday at that time with Arthu... Mann.

If you want the Right Side . . . choose the RED SIDE!

Because the Right Side is the Red Side

IN THE CHARLOTTE MARKET

NBC Red Programs
+ A. P. News Service
+ Local Preference
+ WSOC Showmanship
+ WSOC Sales Promotion.

Which adds up to -- WSOC Keeps 'em Listening

WSOC
Charlotte, North Carolina

National Representatives
HEADLEY REED CO.
NEW YORK - DETROIT - CHICAGO - ATLANTA
SAN FRANCISCO

WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
Blue Network
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

Merchandising & Promotion

Anniversary Ideas—Old Fashioned Picnic—Community Goodwill—July 4 Display—Detroit Addresses

WITH the 20th anniversary of WEAF, New York, scheduled Aug. 16, Sherman Gregory, station manager, has announced a contest, open to NBC New York employes, for the six best ideas for a broadcast for the occasion. Prizes for the best entries will be Dobbs or Stetson hats, or war stamps. One person may win six hats if he or she submits all the best ideas.

Serving on the committee of judges under the chairmanship of Mr. Gregory will be the following NBC officials: A. E. Dale, director of information; Chas. B. Brown, sales promotion manager; C. L. Menser, vice-president in charge of programs; Clayland T. Morgan, assistant to the president; L. H. Titterton, manager of the script division; Irene Kuhn, coordinator of program promotion; Ray Nelson, production manager, Eastern Division.

* * *

Jokers' Frolic

A BEER AND BUSTLE picnic will be staged by the press department of WOR, New York, in connection with the station's joke show, *Can You Top This*, on Aug. 9 at Whitestone, a former favorite picnic spot of Little Old New York. The outing will be keyed to the confession of the program's three funnymen, Harry Hershfield, Joe Laurie Jr., and "Senator" Ford, that the average age of their jokes is fifty years. In tribute to the gay nineties, admitted source books of the joke experts, all guests will be required to come in authentic costumes of the period, complete to bustles and handle-bar moustaches. Horses and buggies will be provided for transportation to the scene of the picnic, early American home of Roger Bower, director of the program. The party will be arranged in cooperation with the sponsors of the show, Kirkman & Co., New York, makers of Kirkman's soap products.

* * *

Block Party

AS A KICKOFF to the Retailers for Victory drive during July, KROW, Oakland, Cal., inaugurated the current department store campaign in that city on its *Block Party*, a community goodwill promotional program. Following up that preliminary feature, *Barbara Lee Hi-Lite* program, sponsored by H. C. Capwell Department Store and *Man-on-the-Street*, sponsored by Kahn's Department Store, are featuring the retailer's drive during entire month. Publicity campaign is coordinated by Phillip Lasky, manager of that station, and Guy Wolf, of the Retail Merchants Assn. Other retail advertisers are following through on a similar pattern.

* * *

Program Posters

TO PROMOTE *This Nation at War*, BLUE series presented in cooperation with the National Assn. of Manufacturers, a red, white and blue bulletin board poster is being distributed in conjunction with a list of BLUE stations to which the program is available. Poster depicts a map of the U. S., framed by sketches of factory workers and war production plants.

House Organs

SPECIALIZING in news of interest to local listeners and personnel now in the armed forces, the *KSL Courier* has been launched by Perry Driggs, promotion director of KSL, Salt Lake City. Another publication, *KSL Farm Service*, has been instituted by Ted Kimball, KSL farm director. This contains farming information and is being mailed to all 4-H clubs and farm organizations throughout the KSL listening area.

* * *

News In Window

TO PROMOTE its news coverage, CBS Hollywood has installed a complete news bureau setup in the window of Bullock's Inc., Los Angeles downtown department store.

Phoenix Fireworks

KOY, Phoenix, as station promotion, for the third consecutive year staged its annual July Fourth Fire works Show at State Fairgrounds. More than 15,000 persons attended. Jack Williams, program director, was m.c., with station talent supplying entertainment. A mammoth fireworks display built around the bombing of Tokyo climaxed festivities.

* * *

F.O.B. Detroit

ADDRESSES of prominent industry figures on the *F.O.B. Detroit* broadcasts, keyed by WJR, Detroit, to 96 CBS stations, have been reprinted in a mammouth red, white and blue brochure being distributed to the trade by WJR.

Fight Promotion

TO promote the American Federation of Labor's "Bomber For MacArthur" fight show at Toledo July 21, Matchmaker Jack Lacken has undertaken sponsorship of Roger Bacon's *Sports Review* on WTOL, Toledo. The *Review* will also be used to promote future fight cards of Lacken in Toledo.

Meet The Maestro

IN A MUTUAL promotion agreement among several New York hotels, and its recorded music program *1600 Club*, WWRL, New York, is offering listeners a chance to meet their favorite band leaders. Each week, two couples who have submitted the best composition on the subject "Why I Would Like to Dance to the Music . . . ," are chosen to be the personal guests of orchestra leaders playing at two leading hotels.

There ain't no Memphis Blues!

Memphis led the nation last year in gains in retail sales . . . and is one of the brightest spots on the nation's business map. Cotton is white gold again and the once lowly cotton seed has become silver nuggets . . . defense plants are humming and cash registers clicking.

At One Cost Effectively Cover This Responsive Market Through

In these days of restricted production WREC—5000 watts—day and night—on the choice frequency of 600 kilocycles—affords advertisers the opportunity to keep sales up and sales costs down in Memphis and the Mid-South.

BROADCASTING STATION WREC

Remember—it's the low frequencies that cover.

Represented nationally by THE KATZ AGENCY

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFI, Los Angeles

Ben Hur Products Inc., Los Angeles (coffee, tea), 3 *sp* weekly, thru Barton A. Stebbins Adv., Los Angeles.

Bullock's Inc., Los Angeles (department store) 28 *ta*, thru Dana Jones Co., Los Angeles.

California Grown Sugar Group, San Francisco, 2 *sp* weekly, thru McCann-Erickson Inc., San Francisco.

American Chicle Co., Long Island City, N. Y. (Beeman's Pepsin gum), 7 *sa* weekly, thru Grant Adv. Inc., N. Y.

Kellogg Co., Battle Creek, Mich. (Rice Krispies), 7 *ta* weekly, thru J. Walter Thompson Co., Chicago.

Los Angeles Soap Co, Los Angeles (White King), 12 *sa*, thru Raymond R. Morgan Co., Hollywood.

Ben Hur Products, Los Angeles (coffee, tea spices), 3 *ne* weekly, thru Barton A. Stebbins Adv., Los Angeles.

Photo Developing Inc., Los Angeles (photo developing), 5 *sp* weekly, thru Mayers Co., Los Angeles.

KECA, Los Angeles

California Ficgo Co., Los Angeles (Ficgo), 4 *sa* weekly, thru Culbreth Sudler Co., Los Angeles.

Ex-Lax Inc., Brooklyn, 4 *ta* weekly, thru Joseph Katz Co., N. Y.

Murine Co., Chicago (eye-wash), 7 *sa* weekly, thru BBDO, N. Y.

American Cigarette & Cigar Co., New York (Pall Mall), 23 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

May Co., Los Angeles (department store), 5 *ne* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

Bullock's Inc., Los Angeles (department store), 29 *ta*, thru Dana Jones Co., Los Angeles.

KMJ, Fresno, Cal.

Ex Lax Co., Jersey City, 2 *ta* weekly, thru Joseph Katz Co., N. Y.

Acme Breweries, San Francisco, 5 *ta* weekly, thru Brisacher, Davis & Staff, San Francisco.

Loma Linda Food Co., Arlington, Cal. (Ruskets), weekly *ta*, thru Gerth Pacific Adv., San Francisco.

Compagnie Parisienne, San Antonio, (perfume), 5 t weekly, thru Northwest Radio Adv., Seattle.

KFWB, Hollywood

Tayton Co., Los Angeles (cosmetics), 3 *sp* weekly, thru Allen C. Smith Adv. Co., Kansas City.

Lever Bros. Co., Cambridge, Mass., (Lifebuoy), 25 *ta* weekly, thru Ruthrauff & Ryan Inc., N. Y.

Foster-Miburn Co., Buffalo (Doanes pills), 3 *ta* weekly, thru Spot Broadcasting, N. Y.

WDRC, Hartford

Southern New England Telephone Co., New Haven, 50 *sa*, 13 *sp*, 5 weeks, thru BBDO, N. Y.

Rhode Island Recreational Campaign, 5 *sa* weekly, 4 weeks, thru B. Bernstein, Providence.

WJZ, New York

Kellogg Co., Battle Creek, Mich. (All-Bran), 15 *ta* weekly, 13 weeks, thru Kenyon and Eckhardt, N. Y.

RKO Pictures, Inc., New York ("Pride of the Yankees,") 2 *sa*, 1 week, thru Donahue & Coe, N. Y.

WBBM, Chicago

Illinois Bell Telephone Co., Chicago, 15 *sa* weekly, 4 weeks, thru N. W. Ayer & Son, Philadelphia.

WKZO, Kalamazoo-Grand Rapids

Block Drug Co., Jersey City (Dentu-Grip), 3 *sa* weekly, 20 weeks, thru J. Walter Thompson Co., Chicago.

William H. Wise & Co., New York, (photography book), 6 *ta* weekly, thru Northwest Radio Adv., Seattle.

Compagnie Parisienne, San Antonio (perfume), 6 *ta* weekly, thru Northwest Radio Adv., Seattle.

Berghoff Brewing Co., Ft. Wayne, 5 *ta* weekly, 52 weeks, thru L. W. Ramsey Co., Chicago.

Rohm & Haas Co., Philadelphia (sulphur dust), 7 *sa* weekly, thru T. J. Maloney, N. Y.

WHK-WCLE, Cleveland

Block Drug Co., Jersey City (Dentu-Grip), 3 *sa* weekly, 48 times, thru J. Walter Thompson Co., N. Y.

Johnson & Johnson, Newark (Band-aid), 3 *sa* weekly, 132 times, thru Young & Rubicam, N. Y.

Hartung Aircraft Corp., Cleveland, 3 *sp* weekly, direct.

Loew's Inc., New York (Mrs. Miniver), 9 *ta*, thru Donahue & Coe, N. Y.

WICC, Bridgeport

Wilson Co., Chicago (Mor), 3 *sa* weekly, thru Un. S. Adv., Chicago.

Roxy Clothes, New York, 3 *sa* weekly, 104 times, thru Peck Adv. Agency, N. Y.

Lewis Clothes, New York, 24 *sa* weekly, 52 weeks, thru Sawdon Agency, N. Y.

Clicquot Club, New York (ginger ale), 5 *sa* weekly, 170 times, thru N. W. Ayer & Son, N. Y.

CFCH, North Bay, Ont.

Dalglish & Co. Ltd., Toronto (Javex), 19 *sa* thru MacLaren Adv. Co., Toronto.

Kellogg Co. of Canada, London, Ont. (corn flakes), 112 *ta*, thru J. Walter Thompson Co., Toronto.

WORL, Boston

Rum & Maple Corp., New York (tobacco), 12 *sp*, thru Raymond Spector, N. Y.

Sarnoff-Irving Hats, New York, daily *ne*, 52 weeks, thru Lawrence Esmond, N. Y.

WINS, New York

American School, New York (commercial, secretarial courses), 10 *sp* weekly, thru Equity Adv., N. Y.

WJZ, New York

Ludens, Inc., Reading, Pa. (menthol cough drops), 4 *sa* weekly, 20 weeks, thru J. M. Mathes Inc., N. Y.

WABC, New York

Centaur Co., Rahway, N. J. (ZBT Baby Powder), 3 *sa* weekly, thru Pedlar & Ryan, N. Y.

WMAQ, Chicago

Minnesota State Tourist Bureau, St. Paul, 6 *sa*, thru Campbell-Mithun, Minneapolis.

WQXR, New York

General Foods Corp., New York (Maxwell House Coffee), 6 *t* weekly, 52 weeks, thru Benton & Bowles, N. Y.

Charles Gulden Inc., New York (Gulden's Mustard), 7 *ne* weekly, 52 weeks, thru Chas. W. Hoyt Co., N. Y.

Hirestra Lab Inc, New York (Endocreme skin cream), 5 *sa* weekly, 13 weeks, thru Van Dolen, Givaudan & Masseck, N. Y.

KFBK, Sacramento Cal.

Johnson & Johnson, New York (surgical dressing), 6 *ta* weekly, thru Young & Rubicam, N. Y.

Modesto Wine & Vinegar Co., Modesto, Cal. (vinegar), weekly *sa*, direct.

Broadcast Sales Club Organized In Toronto

FIRST CLUB OF its kind in Canada, the Broadcast Sales Club of Toronto was formed July 9 with the object of "selling radio to more people and to discuss problems relevant to the sales side of radio broadcasting. Members must belong to national radio sales organizations and those connected with the sale of live or transcribed programs.

C. W. Wright, of Stovin & Wright, station rep, was elected president, with Jack Tregale, of the Toronto office of All-Canada Radio Facilities, as secretary. Members of the new organization, in addition to the officers, are Glen Bannerman, president and general manager, Canadian Assn. of Broadcasters; Arthur Evans, secretary of CAB; H. N. Stovin, Walter Enger and Ralph Bowden, of Stovin & Wright; Jack Slatter and Neill Le Roy, of Radio Representatives; Jack Alexander; Hal Williams and Don Copeland, of Dominion Broadcasting Co.; Jack Cooke and Bob Leslie, of Northern Broadcasting & Pub. Co. Ltd.; Guy Herbert, Reg. Beattie, Fred Cannon and Gordon Pollon, of All-Canada Radio Facilities; Harry Foster and George Bell, of Harry E. Foster Agencies; Jack Part, of United Transcribed Systems; George Hatman, of Exclusive Radio Features.

CBS will close down its shortwave listening station in San Francisco on Aug. 1.

The farthest reaching voices in Montana

Adv.

Nelson Organize Advertising Offic

Publicity, Agency Functi Planned in San Francisco

AL NELSON, formerly assist vice-president of NBC and gene manager of KPO and KGO, S Francisco, has announced the f mation of A. Nelson Co., g eral advertis and public re tions organi tion, with he quarters in S Francisco.

Mr. Nelson

Mr. Nelson signed May upon dedicati of the new N building in S Francisco. His new organizati will handle advertising in all phases, public relations, promoti and all forms of exploitation. T company plans to create, hand and place advertising, it was a nounced.

Radio Plans

An important feature of t company's operation, it was sa will be the creation of package r dio shows for sale to sponsors w top talent under contract. Nam of staff members will be announc as they are chosen and the organ zation will be complete before t company begins actual operation early in August, Mr. Nelson sa

Mr. Nelson originally was t directing head and part owner the former WIBO, Chicago. Afte ward he served in executive sa tion capacities with NBC at KO Denver; KDKA, Pittsburgh, a at headquarters in New York b fore taking over the San Franci operations in October, 1939.

The new company, it was stat is financed by a group of substa tial and prominent businessmen San Francisco. Temporary offi have been established at 300 Mon gomery, San Francisco's newe office building.

Newark Setup of WPA To Be Opened in Augu

NEW offices and studios in Newar have been set up by WPAT, Pate son, N. J., and will be occupi after Aug. 1, it was announced la week. According to George H. Ja pert, general manager, the ne tional setup will facilitate ope tion since it will make WPAT m accessible to Army, Navy and civ affairs leaders.

The new location is in the In dustrial Office Bldg. on Broad S and will include business offices, re ception space and studios equipp with modern, specially-design Western Electric equipment. Ad ministrative offices will continue t be maintained in Paterson.

Mr. Jaspert reports that th move has been hailed by Newar Mayor Vincent J. Murphy and lea ing advertisers. The *Newark Sun day Call* in an editorial welcome WPAT's new setup as a stimulu to the war effort.

Radio Advertisers

CONSOLIDATED CIGAR Corp., New York, will be the sponsor for NBC-Radio Recording Division's *Five Minute Mysteries* on WCCO, Minneapolis, and WSAI, Cincinnati. Both stations have signed for 63 broadcast programs of the transcribed series for the cigar company, makers of Dutch Masters, El Sidelo, and other brands. Agency is Erwin, Wasey & Co., New York. Another new subscriber to NBC Radio Recording's transcriptions is WCKY, Cincinnati, which has signed for *Carson Robison and His Buckaroos*, for Hudepohl Brewing Co., of that city. Denver National Bank will sponsor Sam Cuff's *The Face of the War* on KLZ, Denver, and the series has been renewed by WFDF, Flint, Mich., for the Flint Baking Co.

McVANS NIGHT CLUB, Buffalo, has purchased three 15-minute programs weekly as well as a number of spots on WBEN, Buffalo. Ellis Adv. Co., Buffalo, directs the account.

B. F. GOODRICH RUBBER Co., San Francisco (auto service), is presenting two weekly newscasts of five minutes each on KYA, San Francisco, immediately preceding the broadcasts of the Pacific Coast League baseball games on that station.

CHICAGO SUN, Chicago (newspaper), has started sponsorship of Joe Kelly, m. c. of the *National Barn Dance*, reading the *Sun* comic strips for a half-hour, on Sundays on WBBM, Chicago. Account was placed through Wade Adv. Agency, Chicago.

DESPITE WAR conditions executives of John Morrell & Co., Ottumwa, Ia. (packaged meats), recently voted to carry on with a comprehensive local advertising schedule. Accordingly, George H. Morrell (seated), promotion manager of the packaging firm, signed a 52-week contract for daily newscasts on KBIZ, Ottumwa. Also on hand were Art Michener (left), Morrell advertising head, and Em Owen, KBIZ commercial manager.

CHEMICALS Inc., Oakland, Cal. (Vano), in a 13-week campaign started July 13 is currently sponsoring participation six times weekly in the combined *Sunrise Salute and Housewives Protective League* programs on KNX, Hollywood. Firm also is using a heavy spot announcement schedule on other Pacific Coast stations and recently renewed twice-weekly participation in the *Marjorie Mills* home economic program on nine Yankee Network stations. Botsford, Constantine & Gardner, San Francisco, has the account.

MAY Co., Los Angeles (department store), is sponsoring a five-weekly quarter-hour newscast by Herb Allen on KECA, that city. Contract is for 52 weeks having started July 6. Firm also sponsors a five-weekly 45-minute recorded musical program, *May Time*, on KFWB, Hollywood. For its 61st anniversary sale on July 21 and 22, a total of 84 spot announcements will be used on 10 Los Angeles area stations. List includes KFI KNX KHJ KECA KFWB KMPC KFAC KFVD KGFJ KIEV. Agency is Milton Weinberg Adv. Co., Los Angeles.

EVANS FUR Co., Chicago (retail furriers), on July 6 renewed for 52 weeks *Norman Ross and Music*, mid-morning quarter-hour program six days weekly on WMAQ, Chicago. Agency is State Adv. Agency, Chicago.

TOWN & COUNTRY MARKET, Los Angeles (shopping center), replacing *Program You Dreamed About*, on July 13 started for 39 weeks sponsoring a thrice weekly quarter hour feature, *To Market To Market*, on KHJ, Hollywood. Remoted from the market, series features George K. Tiffeau as mc. Agency is George Stiller & Assoc., Los Angeles.

REDMAN VAN & STORAGE Co., Salt Lake City, has signed a 52-time contract for one-minute dramatized spot announcements with KSL, Salt Lake City. Victor Bell of the KSL production staff will write and produce the series. A 26-week contract for twice-weekly broadcasts of the 5-minute transcribed *Miracles of Faith* has been signed by the Joseph Wm. Taylor Mortuary, Salt Lake City.

CANADIAN National Carbon Co., Toronto (Eveready Batteries) on Aug. 3 starts five-weekly half-hour transcribed program on over 30 Canadian stations. Account is placed by Locke, Johnson & Co., Toronto.

W. E. BOOTH Co., Toronto (Selo Films), has started a dramatized spot announcement campaign on a number of Canadian stations. Account is placed by Lord & Thomas of Canada, Toronto.

GUM IN WARTIME
Wrigley Co. Supply Goes to Armed Men First

WHILE other companies have converted to war production, William Wrigley Jr. Co., Chicago, is converting to war supply. Since there are more gum chewers than there is gum, Wrigley Co. is keeping the Army and Navy supplied first and accordingly, quantities of gum are being shipped to all parts of the world. Similarly, the needs of the industrial workers are being cared for.

Five days a week, the Ben Bernie program CBS, 5:45 (EWT), is addressed directly to the workers and is being tuned in on plant radios and relayed over public address systems. Commercials do not emphasize the Wrigley brand since listeners are advised to chew any gum of their own liking. Ben Bernie points up the cause of Wrigley's when he points out his own preference for Wrigley's Spearmint.

Blackout Recordings

ARTHUR TRACY, heard on BLUE, as "The Street Singer", is planning to record a series of "blackout serenades"—tunes chosen to soothe and entertain people sitting in darkness during blackouts if and when radio stations go off the air. The records would have luminous labels.

GABRIEL HEATTER, MBS news analyst, and Mrs. Heatter, have presented a completely equipped ambulance to the Red Cross unit in Freeport, L. I., where they reside.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
JACKSON "PREFERRED" SALES SPOT
Jackson is among "preferred-cities-of-the-month" for sales gains — Sales Management, "Retail Sales Forecast" for August 1942.
Actual percentage of gain is 5.9% above nation's average; 25% above same period last year.
Invest your advertising dollars with WJDX — Dominant Radio Station in the Growing Mississippi Market.
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

ALL ABOUT SPOTS
SEND FOR FREE COPY
SPOT BROADCASTING FOR SALES
JOHN BLAIR & COMPANY
CHICAGO NEW YORK ST. LOUIS SAN FRANCISCO LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N. Y.
MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

AGENCY Appointments

MAYTAG DAIRY Farms, Newton, Ia., to Coolidge Adv. Co., Des Moines, using class publications and direct mail. Account executive: Paul Blakemore.

AUSTIN TECHNICAL Institute, Newark, to Emil Mogul Co., New York, using radio, newspapers and magazines.

SOUTHERN MILL & Mfg. Co., Tulsa (Sturdybilt Sectional Houses), to Watts, Payne Adv., Tulsa using radio ($4,000), newspapers ($3,000) and magazines ($3,000).

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), to Grant Adv., Chicago using network radio, magazines and newspapers.

ROYAL RINSE, Inc., Philadelphia (Pine Jelly cleanser for hosiery and lingerie), to F. H. Seberhagen, Inc., Philadelphia.

ECONOMY GRAIN BIN Co., San Francisco (prefabricated bin) to Gerth Pacific Adv. Agency, San Francisco.

O'ROURKE-EUBANKS HAT Co., San Francisco (Castle hats) to Sidney Garfinkel Adv. Agency, San Francisco.

GROCERY STORE PRODUCTS Co., New York, to Joseph Jacobs Jewish Market Organization, New York, for merchandising and advertising of their products in the Jewish field. Already scheduled for Cream of Rice is a Monday through Friday newscast in Yiddish, to start Sept. 14, 8:30-8:45 p.m., on WEVD, New York.

ELIZABETH ARDEN, New York (toilet preparations), to Maxon Inc., New York. No new advertising plans formulated as yet.

Lieut. Earl M. Hobson

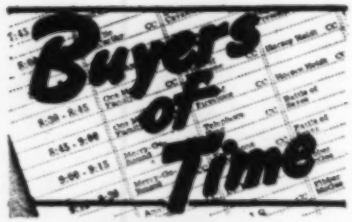
LIEUT. EARL MAURICE HOBSON, former accountant of KMJ, Hollywood, was killed July 7 in an airplane explosion at Macon, Ga. Surviving are his father and mother, Mr. and Mrs. Earl Hobson of Alamogordo, N. M.

Gets Hygrade Post

H. C. L. JOHNSON has been appointed advertising manager of the Hygrade Sylvania Corp.'s radio tube division, New York, according to an announcement last week by P. S. Ellison, director of advertising and sales promotion. Mr. Johnson formerly served as assistant to Mr. Ellison who is manager of both renewal tube sales and advertising. Before joining the Hygrade Sylvania Corp., Mr. Johnson was advertising manager of Thordarson Electric Mfg. Co., Chicago. He is a member of the New York Sales Executives Club, N. Y. Advertising Club and treasurer of the Northwestern U Club of New York.

Back to Classes

TO REFRESH knowledge of individual engineers and to help them prepare for possible service in the armed forces, WSB, Atlanta, is now conducting four hours of classroom study in electrical and radio engineering. The courses include fundamental mathematics and fundamentals of electricity with progressive courses planned to include a detailed study of transmission, reception, propagation of radio waves, acoustics, and studio-audio equipment. Class hours are staggered to cover all engineering staff members.



EVA ROSS MALONE

THE POETS say San Francisco is a man's town. The natives hotly deny existence of an organized male conspiracy to "keep woman in the home"; but privately many San Francisco advertising men will admit that, to reach a position of executive responsibility, a woman has to be twice as capable as a man. She must be smart, resourceful, charming, and sunny-dispositioned like — well, like Eva Ross Malone, chief media buyer of Brisacher, Davis & Staff, with offices in San Francisco and Los Angeles.

Under the supervision of Miss Ross, as she is known, are the media-buying destinies of such western advertising accounts as Acme Brewing Co., Paraffine Companies, S & W Fine Foods, Comfort Paper Corp., California Conserving Co., and some two dozen others.

Toward radio Miss Ross follows an admirable policy of the "open mind" and the "open door". While her 18 years of experience in media selection have given her an uncommonly broad background, she insists that there is always somethings new to be learned. "We owe it to our clients," she says, "not to acquire a set of stubborn prejudices. Radio changes rapidly from month to month anyone to discount new, or seemingly radical developments". For this reason, perhaps, Miss Ross has a rare reputation of being "easy-to-see".

Before joining Brisacher, Davis & Staff in 1930, Miss Ross was assistant to the advertising manager of Nathan-Dohrmann, San Francisco household furnishings store. A native San Franciscan, she talks with the faintest trace of a burr—evidence of the fact that both her mother and father came to America from Scotland. Happily married to a local businessman, William Malone, she and her husband, both ardent anglers, find their greatest relaxation in the pine-banked streams of the High Sierra.

CREIGHTON PLANS STATION PLAQUE

PLAQUES to radio stations of midwestern States for "outstanding" 15-minute radio programs interpreting the purposes and accomplishments of the United States military establishment" will be awarded by the School of Journalism, Creighton U, Omaha.

In an announcement letter Rev. Thomas S. Bowdern, S.J., regent of the School, it was pointed out that radio is doing a vital job of morale bolstering and stirring appreciation of the American Way of Life. The letter then stated that not the least of its responsibilities is the interpretation of the work of the nation's armed forces.

Stations eligible for the competition are those within the Army 7th Corps Area—Nebraska, Iowa, Colorado, North and South Dakota, Missouri, Kansas, Minnesota and Wyoming. Entries are to be in the form of transcriptions and small stations have been invited to compete, for due consideration will be given to size and power of competing stations. All entries will be judged as they are received and the first are expected to be Independence programs.

Corwin Picks Julian

NARRATOR and leading man in the series to be presented over CBS via BBC from London under the direction of Norman Corwin will be Joseph Julian, American radio actor. Julian was chosen for the part by Corwin before the latter left for England to direct the series [BROADCASTING, July 13, 1942].

WGY = 53%

All other stations of area = 42%

Stations outside area = 3%

Didn't know = 2%

RUN, ELMER!

Elmer Diddler's the guy who thinks it's wiser to cover central and eastern New York and western New England by "piecemeal coverage"—a localized station here, another there. So it must be quite a shock to him to find out that he can reach 53 per cent of the listeners of this region by broadcasting over only WGY. That's what the General Electric Market Research Department found in a recent survey of noon-hour listening. It's no wonder, for WGY—

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

★ is the area's only 50,000-watt station
★ has the area's lowest frequency
★ is the area's only NBC Red outlet
★ is the area's only 20-year veteran

WGY-68

WDOD
CHATTANOOGA, TENNESSEE
5,000 WATTS NIGHT and DAY
REPRESENTATIVES: PAUL H. RAYMER CO.

In the CONTROL ROOM

JACK KURILLER, transmitter supervisor of NBC's Chicago division, has re-enlisted in the Navy with a chief petty officer's rating—the same rating he held at the end of World War I.

J. W. BAKER and Myrle Harrison have joined the engineering staff of WTAR, Norfolk, Va.

FRANK SHANNON, engineer of KCAU, Philadelphia, has left to join the Army Air Force as a captain. During the last war, he served as a radio operator in the Navy.

CYRUS SAMUELSON and Aubrey Gene Posey have resigned from the engineering staff of WOR, New York, to enter the service. Samuelson has joined the Army as a first lieutenant. Posey joins the Navy as ensign. Richard Anthony Quodomine has joined the engineering staff of WOR, New York, at Carteret, N. J., replacing Henry Harrison, who has been transferred to the station's New York staff.

LARRY MILLS, technician of WCCO, Minneapolis, on a 90-day leave to do war work at the Franklin Transformer Co., Minneapolis, has resigned his station position to continue war work.

WINIFRED SINCLAIR has joined the operating staff of CKGB, Timmins, Ont. She succeeds Leslie Hartog, transferred to the announcing staff.

SAM NORRIN, engineer of KIRO, Seattle, is the father of a son, William Lawrence, born June 29. Norrin formerly of KELA, Centralia, Wash. and KXRO, Aberdeen, Wash., recently joined the station.

ERNEST ESTES, formerly of KVI, Tacoma, and Goodwin Lein, formerly of KSL, Salem, Ore., have joined the engineer staff of KIRO, Seattle.

LAURENCE B. SMITH has joined the engineering staff of KGVO, Missoula, Mont., replacing Ralph Lewis, now in the government service.

SEYMOUR JOHNSON and George Curren, engineers of KFI-KECA, Los Angeles, have taken an indefinite leave of absence to do research at the Massachusetts Institute of Technology. Lloyd Jones, Hal Cooper and Harold Christianson, technicians of those stations, are also doing Government research at MIT.

ROY DARBY, formerly of Sumter, S. C., has joined the staff of WCOS, Columbia, S. C., as a standby announcer and engineer.

CHARLES A. THOMAS, chief engineer of WCOS, Columbia, S. C., has resigned to join the Navy as a radio consultant. He has been succeeded at WCOS by Harry Clippard.

Profit for Fiscal Year Earned by Farnsworth

FARNSWORTH Television & Radio Corp., which took over the Capehart radio and phonograph plants at Fort Wayne and elsewhere several years ago, through President E. A. Nicholas last week announced net profits for the fiscal year ended with April of $642,237, equal to 46c each on 1,400,997 shares of $1 par stock outstanding. This compares with a net loss of $181,857 reported for the preceding fiscal year.

Gross income was $10,433,118, more than double the $5,165,905 gross of the preceding 12 months. Like all other radio manufacturing plants, Farnsworth is now totally converted to war production and its unfilled orders are sufficient to keep its plants operating at capacity for most of the balance of the current fiscal year.

NATHAN SALMON is a recent addition to the engineering staff of WLAG, LaGrange, Ga. Edwin Mullinax, station's general manager, recently received an operator's license. Henry Bailey formerly an engineer with WLAG is now doing Radar work with the Army.

MARK SPIES, chief engineer of WDZ, Tuscola, Ill., for the past 13 years, has joined the Navy as a lieutenant and is in training at Champaign, Ill. Wally Turner, member of the engineering staff since 1935, is acting as chief engineer.

PAUL FIREMAN, former transmitter engineer of WWRL, New York, and previously with the Federal Recorder Division of Continental Music Co., has joined the engineering staff of WTTM, Trenton.

JOHN CSENSIC has been named chief engineer of WSAZ, Huntington, W. Va. Byron Judy, formerly of WCHS, Charleston, W. Va., has joined WSAZ as a transmitter engineer.

MARJORIE SHAUGHNESSY has joined CHEX, Peterborough, Mont., as control operator.

J. B. TISON, technician of WFLA, Tampa, and brother of Walter Tison, WFLA manager, has joined the Army Signal Corps at Fort Monmouth, N. J.

RAY BAILEY, formerly announcer-technician of KPMC, Bakersfield, has joined KPAS, Pasadena, Cal., in the latter capacity.

CHPS, Parry Sound, Starts

CHPS, Parry Sound, Ont., has announced that it intends to begin operation this week. The new station is on 1450 kc. with 250 watts and is operated by the Parry Sound Broadcasting Co., of which Alexander Mitchell is president and Gordon E. Smith, manager. Stovin & Wright are the CHPS representatives in Toronto, Montreal and Winnipeg.

KGCX Moves to Sidney

MOVING from Wolf Point to Sidney, Mont., KGCX is maintaining a silent period until the transfer is completed. Sidney is the location of one of the Northwest's largest beet sugar factories and is a fertile farm district. In seeking the move, KGCX stated to the FCC that Sidney at present is receiving only secondary coverage.

TITLE of the forthcoming book of Cecil Brown, CBS foreign correspondent, to be published by Random House, is *Suez to Singapore*.

Extra dependability to assure broad, consistent coverage. That's just one of the many things war demands of America's great broadcasting industry. Blaw-Knox is proud that it is helping to answer this challenge — proud that more than 70% of all the radio towers in the nation were built by Blaw-Knox.

BLAW-KNOX DIVISION of Blaw-Knox Co.
2038 Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

NAB ENGINEERING POST TO FRAZIER

APPOINTMENT of Howard Frazier, veteran radio engineer and most recently a sales engineer for RCA Mfg. Co., as director of engineering of NAB, succeeding Lynne C. Smeby, was announced last Thursday by NAB President Neville Miller. He will report Aug. 3, taking over duties left by Mr. Smeby last May, when he reported to the Army Signal Corps as a civilian consultant.

From 1937 until early this year, Mr. Frazier was president and general manager of WSNJ, Bridgeton, N. J. When the station was sold recently, he joined RCA as sales engineer on Navy contracts. He is a native of Bridgeton, but has lived most of his life in Philadelphia. Mr. Frazier first served as a control operator of WCAU, Philadelphia, in 1925.

From 1929 through 1934, he was chief engineer of the Taubel-Harron stations — WPEN, WRAX, WTNJ and WFAB. He was consulting engineer on long distance broadcast circuits to the American Network, which used WMCA as key station before it ended its operations in the middle 30's. From 1934 until 1937, he was a consulting engineer, terminating that work when he took over direction of WSNJ.

WESTINGHOUSE E & M Co. has announced a June bonus of 1% to employes based on an indicated net profit of the company of $879,023 for the month. Bonus percentage will be based on wages and salaries.

NAB Board Supports Miller

(*Continued from page 7*)

text of board statement on page 8].

The board reaffirmed the selection of New Orleans as the convention city for 1943, based on the vote of the membership at the Cleveland convention last May. The precise dates and the headquarters hotel, however, have not been selected. It is expected the convention will be held in mid-May.

Vacancies Filled

Elected to NAB directorship, because of vacancies created by resignations, were Ed L. Hayek, owner of KATE, Albert Lea, Minn., and Arthur Westlund, KRE, Berkeley, Cal. Mr. Hayek was named to succeed Earl H. Gammons, who resigned as District 11 director with his transfer last month from WCCO, Minneapolis, to CBS Washington headquarters. Mr. Gammons attended the Chicago sessions and resigned afterward. Mr. Hayek was detained at home because of a foot injury.

Mr. Westlund was elected to succeed Mr. Lane, who resigned as director of District 15, constituting Northern California, Nevada and Hawaii, by virtue of his retirement from the McClatchy stations to join CBS.

The board learned that the NAB membership now totals 514 stations, as against an all-time high of 535 last January [BROADCASTING, July 13]. CBS is the only network member, but reports were current that NBC and probably the BLUE would rejoin.

Aside from the musicians controversy, which occupied most of the board's time, matters directly related to the war effort and radio's increasing role in its successful prosecution were covered. Means of conserving broadcast station equipment were discussed and the board expressed its gratitude to the WPB, BWC and the FCC for consideration given this problem in the hope of continuing peak station operations for the duration. NAB committees were named to cooperate with Government agencies in every possible way.

At its luncheon session Tuesday the board was addressed by Vincent F. Callahan, former station manager and now director of press and radio of the Treasury's War Savings Staff. He discussed the Treasury plan for selling more war bonds through stations—a project announced last week, and which has been adopted by the majority of stations. He said the Treasury "is leaving it up to the individual broadcaster to work out the most practical plan for himself. The immediate objective is to sell more bonds and sell them immediately." He also read and distributed mimeographed copies of wires received from broadcasters wholeheartedly approving the plan [BROADCASTING, July 13].

To Publish Market Data

Upon recommendation of its research committee, the board authorized publication of complete market data, based upon the 1940 Bureau of the Census figures. The publication will be forthcoming shortly, it was announced.

Sidney M. Kaye, vice-president and counsel of Broadcast Music Inc., reported on the overall music situation. President Miller covered the general legislative situation and the tax outlook. In addition, the contribution of the industry the war effort was thoroughly viewed, along with the equip conservation, tire-gasoline-ra ing and other operating aspects.

Mr. Morency reported on progress and development of a partment store clinic project launched by the Department Broadcast Advertising of the N

Another meeting of the bu is planned in September.

LABOR PLAQUE comme WJSV, Washington, for its *News Review* as that program ters its ninth consecutive year, conferred by the Washington tral Labor Union. Accepting award from John Locher (le president of the Union, is A Willard (right), WJSV gen manager, while Albert N. Den conductor of the program, looks Commendation was also rece from Secretary of Labor Perk

ACCIDENTS HIT

Special Broadcast of W —But Show Goes On—

FOUR SMASHED CARS were price paid for a special broad of *Elmer's Jamboree*, quiz show WWL, New Orleans, at Kee Field, Miss. Some members of cast were flown to the field in Army transport but in being tr ported from a temporary land field to the Camp their cars w involved in an accident with a vilian automobile.

Other members of the staff w taken by Army cars to the c and on the way one turned over a wet highway. However, the s tion was happy to report that injuries were minor.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

IF 550,000* Poles in the Metropolitan Area comprising 100,000 Families spend $250,000,000 yearly for daily necessities . . . .

AND we have a record of 14 advertisers using our Polish hours for a total of 73** years . . . .

BUT what are you doing if anything to get your share of this business? Let us tell you more.

* U. S. 1940 Census Figures

** Details on Request

1480 Kilocycles — Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.

Tel.—Plaza 3-4204 — 29 West 57th Street, N.Y.C.

• *$60,000,000.00 victory project* comes to WJHL's primary coverage area. 16,000 new workers plus their families are booming this area's retail sales. WJHL is the only single medium that can reach this new market.*

* IN ADDITION TO TWO $25,000,000 TVA DAMS NOW UNDER CONSTRUCTION.

1000 WATT • 910 KC • NBC BLUE

WJHL

Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

THESPIAN OFFICIAL
OEM Radio Chief Stands In At Rehearsals

RNARD SCHOENFELD, radio ector of the Office for Emer- y Management whose section been merged into the new radio p of the Office of War Infor- ion under William B. Lewis, only writes the MBS program *Is Our Enemy*, but he fre- ntly takes a turn at acting. former Broadway playwright, oenfeld during rehearsals takes role of the "guest artist" who ays winds up the program and o invariably doesn't arrive in studio until just before air e. So far he has imitated Sigrid hultz, MBS foreign correspond- ; Leo Stein, author of *I Was in ll With Niemoller*, and Paul gan, famed anti-Nazi fighter. This highly successful series atures principals or eyewitnesses the stories of Nazi brutality and ology which it dramatizes.

W75P Names Littell

TTI LITTELL, a graduate of rnegie Tech Drama School, is new program director of 75P, FM adjunct of KDKA, ttsburgh. Miss Littell gained her st radio experience as a leading y of the KDKA players while ll in school and later joined the re Tree Major Children's Thea- Company, New York. She has o appeared on several NBC pro- ams including the *Irene Rich ramas* and the *Court of Human lations*.

RED HOT (Ky.) LEAVES US SORTA COLD!

So help us, gents, Red Hot (Ky.) is a bona fide town! But for sales possibilities it's not even warm. You see, most of Kentucky's red-hot cold cash is concentrated in the Louisville Trading Area, where folks have 33% *more* buying power than the rest of the State *combined!* . . . To cover this sizzling area com- pletely, WAVE is the only station you need. So—tell us when to turn on the heat!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC. National Representatives

FOREIGN TONGUE broadcasters on NBC's short-wave stations WRCA and WNBI, members of the NBC international division, discussed programs with Fred Bate, manager of the division, in a recent after-hour conference. Standing are (l to r). George Andre Droulia, Greek; Carl Watson, English; Adam Morch Lunoe and Niels Bonnesen, Danish; Mr. Bate; Mario Cardoso, Portugese; Einar Thulin, Swedish; Osman Antepligil, Turkish; Shirley F. Woodell, manager of international sales. Seated, Maurice English, head of the editorial section; Eli (Buck) Canel, director of Latin-American programs; Esther Traversari, Italian; Herminio Traviesas, head of the traffic section; Ernst Erich Noth, German; Georges Bernier, French.

NBC Soldier Letters Disclose Interest In Top Programs Sent Around World

AMERICA'S fighting forces scattered over the battle-scarred face of the earth are lending an ear to United States shortwave programs, according to soldier letters received by the NBC International Division.

Bing Crosby's baritone and Bob Hawk's puns and questions are getting through to the troops on land and sea, and official Washington appears pleased with the work performed by radio executives and commercial sponsors in the transmission of these shows to soldiers on the five continents.

Lt. Col. E. M. Kirby, chief of the Radio Branch of the Bureau of Public Relations of the War Dept., hailed the fine work of shortwave broadcasters in a recent letter to Niles Trammell, president of NBC.

"We are now receiving letters daily from Iceland, Canal Zone, Trinidad, British Guiana, Brazil and Hawaii—all of them commenting enthusiastically on our programs," Lt. Col. Kirby wrote. "Many of the letters are signed by a dozen men, and we get frequent reports of groups of 200 or more listening to the same broadcast over a company receiver, especially in the case of *Command Performance*."

Fine Reception

Lt. Col. Kirby also added that a large number of soldiers "go out of their way to comment on what 'excellent reception' they enjoy. A high percentage of the letters state that they have not missed a single broadcast of *Command Performance* since the first broadcast, March 8." Moreover, Lt. Col. Kirby was amazed at the manner in which shortwave broadcasting "has circumvented expected atmospheric vagaries, and reception conditions which are so often far from ideal."

"The closest thing to a letter from home is the familiar voice of a radio favorite," declared John F. Royal, vice president in charge of the NBC International Division. "I recall one of President Roosevelt's fireside chats," Mr. Royal continued, "in which he praised Capt. Hewitt T. Wheless, pilot of an Army Flying Fortress in the Western Pacific, for a thrilling and heroic encounter with the Japs, and concluded with the words: 'I hope that he is listening.'

"We were carrying the Commander-in-chief's words to the far-flung corners of the globe and, even though Capt. Wheless wasn't in the Pacific war zone to hear the praise heaped upon his shoulders, I'm certain many of his comrades did. Thanks to the shortwaves we are telling the full and honest story of the home front to our fighting forces."

More than 20 outstanding NBC commercial programs are now beamed to our troops via the network's two powerful shortwave transmitters WRCA and WNBI and Westinghouse's WBOS. WRCA transmits to Iceland and the Carribean area; WNBI to Ireland and England, Central Europe, Alaska and Hawaii; WBOS to Ireland, Iceland and Central America.

NBC is also planning to offer a series of programs strictly for the girls in the service, the courageous nurses, in particular, who seek news of feminine fashions and other items of interest to women.

FOOD MARKET SPLURGE
Takes Over All Local Shows For Two Days

THE ENTIRE local program schedule of KGW and KEX, Portland, Ore., were taken over recently by the Broadway-Columbia Food Market, Portland, to advertise the market's grand opening. Broadcasts were originated from a large tent adjacent to the market.

Programs originating from the tent included *The Personality Hour*, *James Abbe Covers the News*, *Patty Jean's Keep Fit Club*, *Homekeepers' Calendar*, *Kneass With the News* and *The Funny Money Man*. In addition 12 quarter-hour shows titled *Special Food Show* were presented. Practically the entire staffs of the stations were headquartered at the market for the two-day event, it was said.

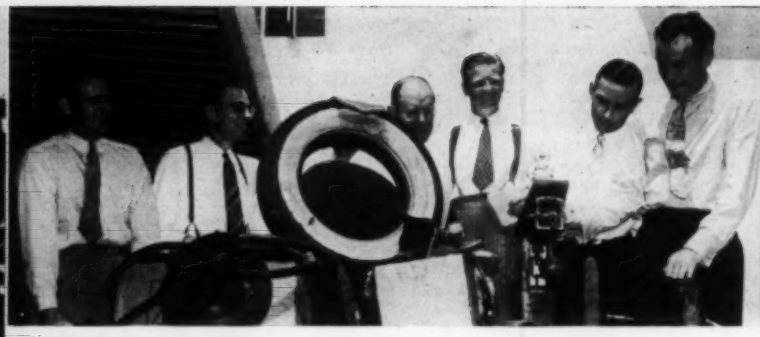
Sale of the campaign was handled by James A. Mount and Arch Kerr of the KGW-KEX commercial department. Production Manager Homer Welch was in charge of the proceedings.

WISN MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. — Representatives



BOUNCING REPORTS of rubber salvage indicate a general willingness to give among radio people everywhere. Willingness to give with a smile is shown (upper left), as BLUE Hollywood collectors Paul Gates, night program manager (left), and Dresser Dahlstead, chief announcer, lift a seat pad from Megan Roberts, publicity department secretary.

Weighing in with 680 lbs. of rubber (top center), contributed by NBC and BLUE employes, are executives of NBC, Richfield Oil Co. and Hixson O'Donnell Adv. Agency. Shirt sleeved participants (l to r): Ed Barker, NBC account executive; Henry Maas, NBC West Coast sales traffic manager, who supervised studio collections; George Miller, merchandising manager, Richfield Oil Co.; John Wald, commentator on the six-weekly quarter-hour NBC *Richfield Reporter*; G. K. Breitenstein, president, Hixon-O'Donnell Adv. Agency servicing the account, and Sidney Strotz, NBC Western Division vice-president.

Forgotten rubbers, overshoes and galoshes (upper right) provided one good source of salvage for collectors at WIBX, Utica, N. Y. Appraising the collection is Michael Carlo, production manager and chairman of the station's salvage committee.

To emphasize the importance of rubber to the war effort rival sponsors (left, second from top) ex- used the same guest, Chief Machinist Mate Harold F Dixon, whose life was recently saved by a rubber li raft which kept him and two other sailors adrift f 32 days. Talking it over and eyeing a rubber remind (l to r): Chief Machinist Mate Dixon; Leon Dorra Hollywood research writer of the weekly CBS pro gram, *I Was There*, sponsored by General Petroleu Corp. (Mobilgas and Mobiloil); Nelson C. Pringl CBS Hollywood commentator featured on the 5-week quarter hour newscast sponsored by Union Oil Co (gas & oil) and Hollister Noble, CBS West Coas publicity director.

Discussing the salvage drive (left, third) before an oversized reminder are Don Wilson, (1) announce of the weekly CBS *Junior Miss* starring Shirley Tem ple and sponsored by Procter & Gamble Co., and Donald W. Thornburgh, CBS West Coast vice- president.

Stretching things a bit (bottom, left), Arthur Petersen (r), "Rubber Man" of KFBC, Cheyenne, Wyo visited a nearby dairy with William C. Grove, station manager, holding the microphone, during a special broadcast originated at the dairy during a search for scrap rubber on the premises.

"Say, pal, how 'bout turnin' the radio on t' WFDF Flint Michigan?"

The Other Fellow's VIEWPOINT

'Natural Affinity'

Editor, BROADCASTING:

I always read BROADCASTING and enjoy the editorials as well as the news of the industry. I was particularly interested and pleased with your editorial "A Natural Affinity."

You can imagine the problem I had when I was president of NBC and also president of RKO, sitting on the Hays Committee. Exhibitors and motion picture people were really fearful of radio as a competitor. It was difficult for my good friends in the motion picture industry and the theatre business to immediately appreciate the fact that people could not go to the movies every night, and that good radio programs with the right kind of motion picture talent and "build-ups" were bound to favorably affect the box-office.

Some very good examples had been the radio people who came into the movies through radio, both actors and orchestras, and the motion picture people who became more important because of radio.

More power to BROADCASTING!

M. H. AYLESWORTH
July 13 New York City

Code Correction

EDITOR, BROADCASTING:

An alert broadcaster, Neil Norman, program manager of WIL, St. Louis, has called our attention to a rather serious typographical error in your reproduction of the revised Code of Wartime Practices carried in BROADCASTING, June 29 issue, on page 53.

In the second column, under the Request Programs subsection, paragraph labelled "Exceptions", your magazine prints: ". . . Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored on the anniversary date or at the time or on the date designated in the request."

The revised Code, see enclosure, actually states: ". . . Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored *if the actual broadcast is not made* on the anniversary date or at the time or on the date designated in the request."

The phrase italicized has been dropped from your text. You will see that this is the guy wire of the whole thing, and our proposal collapses without it.

Since BROADCASTING's reproduction of the Code may be used by many stations because of the clarity of its type form, we would be indebted to you if you could run a correction in an early issue.

Radio Division
July 13 Office of Censorship

Nelson Aids Roux

JAMES H. NELSON, for 15 years with the sales promotion department of Harper & Bros., New York publishers, and a former freelance publicity agent for both CBS and NBC stations, has joined NBC as assistant manager of national spot and local sales promotion, according to William C. Roux, NBC's national spot and local sales promotion manager.

Daytime Listening Rise Is Shown in New York

DAYTIME radio listening during May and June in the New York metropolitan area shows a definite increase over that for March-April, a complete reversal of the customary seasonal trend and attributable doubtless to the strict gasoline rationing in the New York area, according to the "Continuing Measurement of Radio Listening" by C. E. Hooper, New York. The survey is jointly sponsored by leading local stations.

National listening figures declined about 5% during the May-June period while the New York area listening increased about 3%. Similarly, evening national listening figures for the same period showed a seasonal decline of 13% with the New York area declining only 5%.

REPRINTS of weekly NBC broadcasts by Upton Close, news commentator, are issued by the University of California Press, Berkeley, Cal., a non-profit organization, at 10 cents per pamphlet.

CHNS
Halifax, N. S.
In the Busiest Centre of the Maritimes
Ask JOE WEED

Army to Control Alaska Stations

Four Outlets Are Affected by BWC Order on Operation

DIRECTLY affecting four stations, the Board of War Communications last Wednesday issued an order that henceforth all communications facilities in Alaska would be subject to the determinations of the War Department.

Stations affected will be KFQD, Anchorage, with 250 watts; KFAR, Fairbanks, 1,000 watts; KINY, Juneau, 1,000 watts; and KGBU, Ketchikan, 500 watts. Both KFAR and KINY have been authorized by the FCC for construction permits to increase their power to 5,000 watts.

Action of the BWC, it was said, arose from determination of the Board that "the national security and defense and the successful conduct of the war demand that all non-military stations and facilities for radio or wire communication in the Territory of Alaska shall be subject to use, control, supervision, inspection or closure by the Department of War."

KFQD only recently requested an increase in power from 250 to 1,000 watts, its manager, William J. Wagner, claiming the War Department had requested him to seek the increase [BROADCASTING, July 13].

Text of the BWC order follows:

WHEREAS, The Board of War Communications has determined that the national security and defense and the successful conduct of the war demand that all non-military stations and facilities for radio or wire communication in the Territory of Alaska shall be subject to use, control, supervision, inspection or closure by the Department of War;

NOW, THEREFORE, By virtue of the authority vested in the Board of War Communications by Executive Orders No. 8546, 8964 and 9089 of September 24, 1940, December 10, 1941, and March 6, 1942, respectively;

IT IS HEREBY ORDERED, That all non-military stations and facilities for radio or wire communication in the Territory of Alaska shall be subject to such use, control, supervision, inspection or closure by the Department of War in accordance with the terms of the said Executive Orders as the Secretary of War may deem necessary for the national security and defense and the successful conduct of the war;

PROVIDED, HOWEVER, That nothing herein shall apply to facilities controlled by the Department of Navy under Order No. 2 of the Board.

Subject to such further order as the Board may deem appropriate.

Radio School for Army

TWO LARGE HOTELS, the Congress and Stevens, Chicago, will be taken over by the Technical Training Command of the Army Air Force to open up one of the largest radio training schools in the world, the War Dept. has announced. Training will begin as soon as arrangements for facilities have been completed, it was said.

Realtors' Co-Op

INTERSPERSED with listings of homes and other property for rent or sale, a weekly half-hour transcribed musical program titled *Real Estate Hour*, has been started on KOY, Phoenix, with eight local firms cosponsoring.

Moseley on MBS

SIDNEY MOSELEY, British commentator, journalist and author, starts a series of five weekly news commentaries on MBS, July 20, 11-11:15 a.m., titled *Headlines of Tomorrow*. For the past 12 years, Moseley has been lecturing, writing and broadcasting in this country, and is currently heard on WMCA, New York, 10:45 p.m. in a Tuesday thru Saturday series which he is expected to continue concurrently with the Mutual broadcasts. Founder and first president of England's Broadcast Critic Circle, Moseley was also the first radio editor in Great Britain, serving in this capacity with the BBC during its early days. He has extensive background in journalism, having served with the London newspapers, *The Daily Herald* and *The Daily Express*, and was later Cairo correspondent for the *New York Times*, *Paris Daily Mail* and Central News of London.

PROPOSALS OF FLY INCLUDED IN BILL

PURSUANT to recommendations of BWC-FCC Chairman James Lawrence Fly to amend the Communications Act by removing obstacles to the effective prosecution of the war, Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, last Monday introduced in the House a bill to amend the Act [Broadcasting, July 13].

Chairman Fly had proposed in a letter to Speaker Rayburn that the Act be amended in several particulars, virtually all of them dealing with communications. The letter was referred to Chairman Lea, who introduced the measure (HR-7370) incorporating its basic suggestions. The bill promptly was referred to Mr. Lea's committee for appropriate action.

The measure would amend Section 606 of the Act, dealing with emergency powers over communications vested in the President, but which he has mandated to the BWC by Executive Order. It provides that the amendments shall continue in effect for not longer than six months following the termination of the war, or such earlier date as Congress may designate.

Special Record Program

TO LAUNCH the nationwide drive by Records For Our Fighting Men to collect old wornout records, a special broadcast was presented July 18 on CBS featuring Kate Smith, Kay Kyser, Nelson Eddy, Ted Collins, Harry James' Orchestra and Lynn U. Stambaugh, national commander of the American Legion, organization which will collect the records. The broadcast was beamed to troops overseas by CBS and other shortwave stations under auspices of the OWI.

MANHATTAN BREWING Co., Chicago, has been ordered by the Federal Trade Commission to cease and desist certain alleged misrepresentations regarding the sale and distribution of its products.

13,800,00 NEW SETS Bought by American Radio Listeners in 1941

DURING 1941, Americans purchased 13,800,000 radio sets, an average of 46,000 per day or 96 new sets every minute of every working day, according to industry statistics compiled by research organizations and released by NBC.

The study showed 30,600,000 radio families in the country operating more than 56,000,000 receivers tuned to 924 stations. The estimated annual cost of America's radio programs, exclusive of time costs, is $85,000,000, according to the survey.

Nine out of 10 American homes have radios, the figures further state, which is more than twice the number of homes equipped with bath tubs.

Also there are twice as many radios as electric irons, more than three times as many radios as gas ranges and more sets than the combined total of all the washing machines, telephones, refrigerators and electric toasters in the country.

The Axis countries have 271 radio stations and 33,000,000 receiving sets, while the United Nations and neutral countries have 2,210 stations and 75,000,000 sets, according to estimates released by the NBC statistical research department. This makes a world total of 108,000,000 sets of which more than half, 56,000,000 are in the United States.

Talent Manager Sues As Autry Enters Army

CHARGING evasion of contract, Harry Wurtzel, Hollywood talent agent, has filed two suits for arbitration against Gene Autry, radio and film cowboy singer-actor, with American Federation of Radio Artists and the Screen Actors Guild, asking total damages of $50,000. Autry has volunteered for Army service and reports for duty at Bolling Field, Washington, Aug. 1.

He has been under managerial contract to Wurtel since 1936, with agreement having 2½ years more to go, according to complaint. Decision by the Guilds, it is generally believed, will set a precedent on validity of an artist-agent contract when the artist joins military service for the duration. Preceding any civil court action, complaints of this nature must be submitted to Guild arbitration. Test case is expected to get under way within the week.

ALTHOUGH Gene Autry, Hollywood radio and film cowboy singer-actor, has been inducted into the Army as technical sergeant, he will continue his weekly half-hour CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co. Sworn into the Army July 14, he reports to Bolling Field, Washington, Aug. 1 for active service. Upon return to the West Coast he will continue his program.

DAYTON
One of the leading cities in payroll and population increase.
WING
can become your favorite Radio Station in producing sales
BECAUSE:
the dominant coverage of WING is over one of the Nation's greatest defense areas.
WING
Represented by: Weed & Co.

Baltimore's Blanket!
WCBM
18 hours a day, we knock on over 200,000 doors! And our reception is city-wide high and handsome. One of the nation's most lucrative markets ... served INTACT to you! Penny for penny—coverage better than any! Write for plentiful proof!
WCBM
The Blue Network
BALTIMORE, MARYLAND
Natl Rep—Foreman Co. N.Y. & Chi

Columbia's Station for the SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1,210 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer Wanted — Progressive 5,000 watt southern station in major market. Needs an experienced announcer. Must be capable of building and producing shows. Must have good personality; draft exempt. Station pays base salary with incentive plan. When writing, give experience, references, present connections and salary. Box 665, BROADCASTING.

Wanted At Once—Topnotch experienced continuity writer. Send full particulars, photo and desired starting salary to station WSNY, Schenectady, New York.

Engineer—For RCA equipped, Mid-West network station. Must have transmitter, maintenance and operating experience. Good salary . . . chance for advancement. Submit full details including experience, references, draft status, picture. Box 661, BROADCASTING.

Girl Operator—Second class license. Also A1 engineer. Southern network. Box 659, BROADCASTING.

Experienced Announcer—For 5000 watt CBS station in Middle West. Prefer married man who is willing to settle down in a progressive operation. State age, nationality, marital and draft status, salary expected. Include picture, also transcription if convenient. Write Box 658, BROADCASTING.

Salesman—Excellent opportunity for advancement in good market. Will consider man with no sales experience if he has other radio experience and willing to learn. WAML, Laurel, Mississippi.

Chief Engineer and Assistant—250 watt station. Give references and salary expected. Box 647, BROADCASTING.

Texas Independent Station—Desires competent announcer. Tell all. Box 651, BROADCASTING.

ANNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 653, BROADCASTING.

SPORTS ANNOUNCER—Must be good on football and basketball. Married and draft deferred. WHBU, Anderson, Indiana.

Middle-aged draft exempt broadcast licensed operator—With 5 KW experience who is willing to go to U. S. Caribbean possession. $50 and living quarters for right man. Single man preferred. Box 667, BROADCASTING.

Situations Wanted

Staff Announcer—Experience: news, continuity, music, controls. Eastern station preferred. Deferred. Box 660, BROADCASTING.

TWO ENGINEERS — Experienced. Available two weeks' notice, singly or together. State salary, etc. Box 657, BROADCASTING.

STATION EXECUTIVE — 18 years in station and agency field. Formerly radio director of major agency. Completely familiar with all phases of station operation, programming and administration. Excellent agency contacts. Outstanding references. Draft deferred. Box 666, BROADCASTING.

Announcer-Engineer — First class license, experienced programmer, married, $40 minimum, anywhere, August 1st. Box 664, BROADCASTING.

Announcer—Seven years' experience, all types of studio announcing. Draft exempt. Available at once. Box 662, BROADCASTING.

Situations Wanted (cont.)

DO YOU SUFFER—From an irresponsible staff? Here is an announcer-writer who delights in seeing tough jobs through and excells at organizational duties. Presently, program directing for small town local. Eighteen months' experience. Draft deferred. Box 645, BROADCASTING.

Salesman—Four years' successful experience network stations. Draft exempt. Box 646, BROADCASTING.

Announcer, Control Operator—Desires position at once. At present employed by 250-watt station cutting staff. Two years' experience. Transcripion available. References. Box 648, BROADCASTING.

Announcer—Sports, news, programing. Ten years' experience. Available immediately. Box 650, BROADCASTING.

ANNOUNCER — Young. Now employed Draft deferred for two years. Nearly two years' experience announcing and writing continuity. Prefers job where can attend college. Will send transcription. This ad strictly confidential. Box 649, BROADCASTING.

Chief Engineer—Ten years experience with RCA and W.E. equipment, including 5 Kw. network affiliate, with directional antenna system. Comprehensive experience in design, construction, and maintenance of point to point high frequency communications systems. Married, 3-A. A-1 references. Prefer East. Available in approximately 30 days. Box 655, BROADCASTING

Draft Exempt Station Manager—Ten years all phases selling, radio, local-regional, well known in major Eastern agencies, desires responsible job. Salary secondary. Box 656, BROADCASTING.

Sports Announcer—Five years' experience in play-by-play of all sports. Married and draft exempt. Go anywhere at once. Box 663, BROADCASTING.

ENGINEER — Twelve years' experience 5 and 50 kilowatts. Consider chief 5 kw. Deferred. References. Box 654, BROADCASTING.

For Sale

Four used Locke No. 9888 Insulators—Box 652, BROADCASTING.

Miscellaneous

BOOK MANUSCRIPTS WANTED—MERITORIOUS works of public interest on all subjects. Write for free booklet. MEADOR PUBLISHING CO., 324 Newbury Street, Boston, Mass

POSTER STAMPS A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Ill.

Fast Work

ON JULY 11 at 6:10 p.m., General Manager Bill Cline received a wire from the FCC approving a change in station call letters from WHIP, Hammond - Chicago, to WJWC. Five minutes later, at 6:15, the new call letters were announced at a station break and have been in good working order ever since.

War Pickups Juggled

CHANGE in time and format has been effected for the BLUE's *Weekly War Journal*. The Sunday program conducted by Morgan Beatty, military news analyst, has been shifted from 7 p.m. to 12 noon. In a shuffle of foreign pickups, Robert St. John, and the second foreign pickup, previously devoted to news from Australia by Martin Agronsky, is now on a flexible basis.

Minn. Tourist Spots

MINNESOTA STATE Tourist Bureau, St. Paul, has placed a varying schedule of one-minute announcements on WGN WMAQ WLW KOIL KFAB WHO KMBC WDAF WIBW KVOO WKY KSL KXOK. Announcements promote the State as vacationland. Agency is Campbell-Mithun, Minneapolis.

WANTED

A major market station needs a versatile, experienced musical-clock announcer who is draft exempt. Liberal salary plus commission. Please send biography immediately to

Box 668, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING for RESULTS!

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 11 TO JULY 17 INCLUSIVE

Decisions . . .

JULY 14

KFPL, Dublin, Tex.—Canceled existing license of station, deleted call letters and closed records of the Commission necessitated by licensee's request because of shortage of operators and equipment.

WSAN, Allentown, Pa.—Denied petition insofar as it requests grant of application for modification of construction permit to make changes in equipment and directive antenna system; denied joint petition of WSAR and WHOM, designating same for hearing; and granted application of WSAN for extension of completion date.

WOV, New York—Designated for hearing application for transfer of license to Murray Mester and Meyer Mester.

WBOW, Terre Haute, Ind.—Designated for hearing construction permit to install new transmitter.

DESIGNATED FOR HEARING—WINK, Louisville, modification of CP for extension of commencement and completion; **KROW, Oakland, Cal.,** same; **WKBH, LaCrosse, Wis.,** same for completion date.

DENIED PETITIONS FOR GRANT—WLAP, Lexington, Ky.; NEW, J. C. Kayser, Ellenburg, Wash. (both designated for hearing); **NEW Scandaga Broadcasting Corp, Gloversville, N. Y.; WLEU, Erie, Pa.** (both retained in hearing docket); **KSL, Salt Lake City.**

WTNJ, Trenton, N. J.—Granted motion to dismiss petition against WTTM grant.

WRAL, Raleigh, N. C.—Dismissed petition for rehearing directed against grant to WJW.

W6PH, Philadelphia—Granted application for the new FM station which reinstates construction permit.

WGEO, Schenectady, N. Y.—Granted modification of license to add frequencies 7900 and 11847.5 kc., sharing time with WGEA on both.

WGEA, Schenectady—Same.

JULY 15

NEW, Northeastern Pennsylvania Broadcasters Inc.—Proposed grant of a construction permit for a new station on WBAX's facilities, 100 watts on 1240 kc. and simultaneously denied rival applications of Wilkes-Barre Broadcasting Corp.; Central Broadcasting Co. and Key Broadcasters Inc.

WELL, Battle Creek, Mich.—Proposed renewal of license.

KMLB, Monroe, La.—Proposed denial of shift to 1440 kc. and increase to 1 kw., unlimited time with directional antenna at night.

NEW, Butler Broadcasting Corp., Hamilton, O.—Denied petition and set for further hearing.

GRANTED PETITIONS TO DISMISS APPLICATONS—**NEW, The Evening News Press Inc., Port Angeles, Wash.; WOPI, Bristol, Tenn.; KTBI, Tacoma, Wash.; NEW, John D. Ewing, New Orleans; NEW, Associated Broadcasters Inc., Indianapolis.**

WROL, Knoxville—Granted motion to continue hearing to Aug. 20.

JULY 16

WGRC, New Albany, Ind.—Denied petition for grant of application for CP for 790 kc., 1 kw., unlimited, directional antenna and amended issues.

WSAI, Cincinnati—Granted modification of construction permits for extensions of completion dates.

KGDM, Stockton, Cal.—Granted modification of construction permit for change in type of transmitter.

Applications . . .

JULY 11

WDEL, Wilmington, Del.—Modification of construction permit as modified for extension of completion date to 9-19-42.

WWVA, Wheeling, W. Va.—Modification of construction permit for extension of completion date to 11-4-42.

KTTS, Springfield, Mo.—Acquisition of control by J. H. G. Cooper through purchase of 4% of stock from minority stockholder.

JULY 15

WCAO, Baltimore—Modification of construction permit as modified requesting extension of completion date to 9-8-42.

WINS, New York—Modification of construction permit as modified requesting extension of completion date to 11-3-42.

WSAY, Rochester, N. Y.—Modification of struction permit requesting change in transmitter location, change in transmitter type and directional antenna.

W85A, Schenectady—Modification of construction permit as modified requesting change in type of transmitter and extension of commencement and completion dates.

Tentative Calendar . . .

KITE, Kansas City, license renewal (July 20).

WGRC, Louisville, CP for 790 kc., 1 kw. night, 5 kw. day, directional antenna night, unlimited; **WKPT, Kingsport, Tenn.,** CP for 790 kc., 1 kw., directional antenna night, unlimited (consolidated hearing, July 22).

WFAS, White Plains, N. Y., modification of license to 1230 kc., 250 watts, unlimited (July 23).

Join CBS in N. Y.

HUGH CONOVER, Gordon Eaton and Robert Stevenson have joined the CBS production department as staff announcers. For seven years staff announcer of WJSV, CBS key outlet in Washington, Conover had previously been at WIS, Columbia, S. C. Eaton comes to CBS from WBT, Charlotte. He started with WJNO, West Palm Beach, Fla. Stevenson has been with WNBF, CBS affiliate in Binghamton, N. Y.; WHN, New York, and WGY, Schnectady.

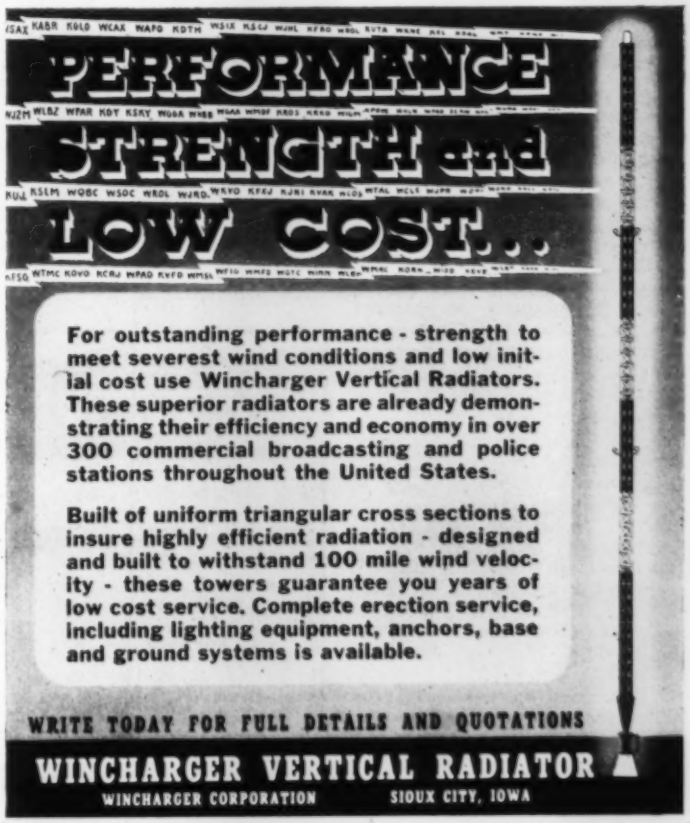
Gwaltney Named

MILTON N. GWATLTNEY, until recently a member of the sales department in charge of Staunton and Waynesboro territories for WPID, Petersburg, Va., has been named commercial manager of WPID by Manager B. Walter Huffington. Mr. Gwaltney left the newspaper field to enter radio in 1939.

HANDLING WITH loving care this giant transmitting tube of KFI, Los Angeles, are co-chief engineers (l to r) Curt Mason and H. L. Blatterman, that station. With the big tubes at a premium since the war's outbreak, every precaution is taken to insure the hours of efficient life in this and similar equipment. Protective measures include frequent meter checks and constant surveillance of every circuit at the transmitter.

Lerch Leaves KDKA

DONALD C. LERCH Jr., farm director of KDKA, Pittsburgh, has resigned to join the Dept. of Agriculture in Washington. Lerch's new post is in the marketing reports division of the Agricultural Marketing Administration, where his duties will be to coordinate the work of the division with stations.


PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION
SIOUX CITY, IOWA

Network Accounts

All time Eastern Wartime unless indicated

New Business

LEVER BROS., Toronto (Lux) on June 29 started *C'est La Vie* on CKAC, Montreal, and CHRC, Quebec, Mon. thru Fri. 12:30-12:45 p.m. Agency: J. Walter Thompson Co., Toronto.

BENSON & HEDGES, New York (Virginia Rounds cigarettes), Aug. 17 starts *Paul Schubert, News Analyst*, on 3 MBS stations (WOR, WOL, WHK) Mon. thru Fri., 10:30-10:45 p.m., with repeat on 2 MBS. stations (KHJ, KFRC) 10:15-10:30 p.m. (PWT). Agency: Duane Jones, N. Y.

Network Changes

ARMSTRONG CORK Co., Lancaster, Pa. (Quaker rugs), on July 18 increased the network for *Theatre of Today* from 99 to 116 CBS stations, Sat., 12 noon-12:30 p.m. Agency: BBDO, N. Y.

LADY ESTHER CO., Chicago (cosmetics), on July 27 shifts *Musical Album of the Week* on 65 CBS stations Mon., from 10-10:30 p.m. to 9:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

CARTER PRODUCTS CO., New York, (Carter's Little Liver Pills), on June 19 shifted repeat of *Inner Sanctum Mystery* on 81 BLUE stations, Sun., 8:30 p.m. from 11 p.m. to 9:30 p.m. and on June 19 started repeat of *Jimmie Fidler from Hollywood* for Arrid on 86 BLUE stations, Sun., 9:30-9:45 p.m. at 11:15 p.m. Agencies: Roche, Williams & Cunnyngham, New York (*Inner Sanctum*); Small & Seiffer, New York (*Jimmie Fidler*).

ANDY LOTSHAW Co., Chicago (Gorjus and Body Rub), on July 13 shifted *Your Date With Don Norman* on 2 MBS stations (WOR WGN) Mon. thru Fri., from 1:45-2 p.m. to 1:35-1:45 p.m. Agency: Arthur Meyerhoff, Chicago.

AMERICAN TOBACCO CO., New York (Lucky Strike), has added 8 CBS stations to *Your Hit Parade* making a total of 114 CBS stations, Sat. 9-9:45 p.m. (repeat, 12 midnight-12:45 a.m.). Agency: Lord & Thomas, N. Y.

PEPSI-COLA Co., Long Island City, N. Y. (beverage), on July 31 discontinues *War Savings Bonds Jingle Contest* on 170 BLUE stations, Mon. thru Fri., 9:55-10 p.m. Agency: Newell-Emmett Co., N. Y.

Smith Joins Air Force

CALVIN J. SMITH, general manager of KFAC, Los Angeles, and an NAB director, has been ordered to report for active duty in the Army Air Force as a first lieutenant, on July 28, at Washington headquarters. He is expected to resign from the NAB board, with his successor to be named at the board's next meeting, tentatively set for September. His successor at KFAC head has not been announced.

Mr. Smith

Bert Lytell Is Picked For Corn Products Role

BASIC TALENT for the *Stage Door Canteen* show to start July 30 on CBS under sponsorship of Corn Products Refining Co., New York, will include Bert Lytell as m.c. and an orchestra specially assembled for the show under direction of Raymond Paige. Mr. Lytell is director of the American Theatre Wing where the canteen show idea originated, and president of Actor's Equity.

Earle McGill, CBS producer, will direct with Roger White producing and Frank Wilson writing in collaboration with other well-known scriptwriters. Agency is C. L. Miller Co., New York.

TAX LEGISLATION AFFECTS SPONSORS

IN ADDITION to hitting stations' corporate setups with drastic net income surtaxes as well as heavy excess profits taxes, the 6,144 million tax bill reported to the House last week by the House Ways & Means Committee will impose new levies on products of some of radio's heaviest advertisers.

Cigarette taxes will jump from $3.25 to $3.50 per 1,000; nickel cigars, the increase is from $2 to $5 per 1,000 and there will be varying increases on other cigar grades; smoking tobacco taxes go from 18 to 24 cents per pound; telephone and radio-telephone toll service the tax goes from 5 cents to 20% of the total charge; radio and cable messages go from 10 to 15% of the charge; leased wire services jump to 15% of the charge, previously 10% and telephone service will be taxed 10% of the bill. Lubricating oils go from 4½ cents to 6 cents per gallon; transportation, 10% of the amount paid.

Wine and beer taxes have also gone up sharply. Still wines will pay 8 to 10 cents per gallon while on other wines the tax will go as high as $1 per gallon. Beer will be taxed $7 per barrel.

ERNEST TUBB, cowboy singer for KGKO and Universal Mills, Fort Worth, is on leave of absence while making a Hollywood movie with Charles Starrett, western star. Titled, "The Fighting Buckaroo," the film will feature Ernest's composition "Walking the Floor Over You".

SPONSOR MEETS SPONSORED as two members of the staff of WNAX, Yankton, S. D., attended annual sales meeting of Crete Mills, Crete, Neb. At the meeting were (l to r): Arden E. Swisher, WNAX merchandising manager; Ben Johnson, Crete Mills; Wynn Hubler, *Neighbor Lady*, sponsored by the Crete Mills daily; B. L. Johnson, president, Crete Mills; Rudy Moritz, Rudy Moritz Agency.

Petrillo's Bans Draw Protests

(*Continued from page 9*)

Chairman Fly said he was not at all clear that the Commission has authority. He said he deplored the situation but would not say definitely that "we couldn't do something, either through the Commission or through the Board of War Communications." He said he had no particular solution for it at the moment, but felt the public interest "is so strong that ways and means must be found to settle it in such a manner as will enable the public to receive these programs."

Aside from the protests from the Interlochen Camp against the Petrillo ban, several other organizations and individuals have registered complaints with both the Department of Justice and the FCC. United Youth for Victory, national youth organization, asked that an investigation be instituted of the "unwarranted cancellation" by NBC of the high school symphony orchestra. It was characterized as "an attack on American youth".

Press Criticism

Following publication of the editorial in the *New York Times* July 10 [BROADCASTING, July 13], sharply condemning the Petrillo transcription-record ban, many other metropolitan newspapers editorially attacked the move. All took the overall view that Mr. Petrillo was asserting dictatorial powers and that his strategy wouldn't work, and condemned the legal immunity given the unions by recent Supreme Court decisions which made these onslaughts possible.

Among leading newspapers which carried editorials were the *New York Herald-Tribune*, on July 14; the *Washington Evening Star*, on July 11; the *Washington Post*, on July 13; the *New York Sun* on July 13; *Buffalo News* on July 15.

Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of the former Independent Radio Network Affiliates, which devised the original ARM-broadcasters agreement on employment of staff orchestras, on July 10 wrote the editor of the *New York Times* taking exception to certain aspects of the *Times* editorial.

Declaring he wrote as an antagonist of Petrillo, Mr. Rosenbaum said he saw no advantage in "underrating or misunderstanding the merit in Petrillo's position". Calling Mr. Petrillo "a picturesque and vitriolic buccaneer", Mr. Rosenbaum said nevertheless that he serves his craft well.

Mr. Rosenbaum said that without expressing any views as to the law, those who use music commercially must study the situation that will arise if substantilaly all professional musicians in the country decline to make recordings, "because, if properly advised, I believe the musicians can divorce such refusal from every element of strike or boycott."

He said he felt the ultimatum is not merely another demand for more pay for the same work, but is "a sincere if possibly clumsy effort to find work for unemployed members who are claimed to be competent.

Standby Idea Criticized

After pointing out there is some justification for Petrillo's move, Mr. Rosenbaum said he thought there were blemishes in the union system and that the stand-by practice is "morally repugnant." Moreover, he said it is unfair to saddle the radio industry with a burden which should be charged to the motion picture industry. He declared the application of Petrillo's present demand will cause unfair hardship many small operators who are at fault.

These matters must be studied calmly and cooperatively, Mr. Rosenbaum admonished. Those who music have a real interest to serve the supply of live and competent musicians, he said. "In judgment," Mr. Rosenbaum concluded, "there is an economic human problem here which must approached with tolerance and derstanding, even though the reaction of many employers is of indignation and vituperation."

NBC Series to Explain War Work of Engineers

THE WORK of the nation's engineers in war-time is told non-technical language in *The Engineer at War*, a series of broadcasts presented on NBC in cooperation with national engineering societies and the OCD. The opening broadcast July "Blackouts", featured Samuel Hibben, illumination expert Westinghouse Electric & Mfg. Co. Pittsburgh. Among the subjects be covered subsequently will be "Resistance of Structures," "Docks and Ship Repair Bases," "U. S. Engineers Corps in Peace and War," and "Communications in Action."

Engineering societies participating in the series are: Amer. Soc. of Civil Engineers; Amer. Inst. Mining Engineers; Amer. Inst. Electrical Engineers; and Amer. Inst. of Chemical Engineers.

Special broadcasts will be prepared for the series by the Chrysler Corp., Detroit; Wright Aeronautical Corp., Paterson, N. J. and Pan American Petroleum Co. New Orleans, La., covering tanks and tools, airplanes and petroleum production.

RETAILER BOND DRIVE
Blue's Breakfast Club Joins In 400-City Stunt

FOCAL POINT of a nationwide war bond sales drive on American Heroes Day, last Friday, was the BLUE *Breakfast Club*, originating from the Stevens Hotel, Chicago, and broadcast to Bond Breakfasts staged in 400 cities by members of the National Retail Merchants Assn. War heroes, including men in combat, workers in war plants, railroad men, and parents of heroes were presented on the broadcast, along with the full cast of the *Breakfast Club*, Gov. Dwight Green of Illinois and Mayor Edward J. Kelly of Chicago. Minute Men were stationed at the entrance to the breakfasts to sell bonds and take pledges for purchase of bonds of every denomination, according to the plan of the Retailers for Victory committee, headed by J. Ray Shaffer of Marshall Field & Co., Chicago.

TOVREA PACKING Co., Phoenix (food products), in early July for the second consecutive year, renewed the five-weekly quarter-hour program, *Love Story Time* on three Arizona Network stations (KOY KTUC KSUN). Originating from KOY, Phoenix, the series is written by Orre Arnold.

IT'S A WBIG JOB
The MAGIC CIRCLE
WBIG is carrying complete stories on Civilian Defense Workers in this rich and populous area.
A Columbia Broadcasting System Affiliate
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM
WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

OPA Consumer Unit Speeds Commercial Relations Project

Newly-Organized Branch Quickly Set Up Program For Soliciting Advertisers' Support

DESPITE its recent organization, the Commercial Relations Division of the Consumer Division of the Office of Price Administration is already engaged in a double-edged program of obtaining support from advertisers for OPA's price and ration programs and assigning specific tasks to volunteer advertising and business groups.

In the case of advertising support, the Commercial Relations Branch has watched advertising copy to be sure that it is keyed to the desirable end by proper means. There have been several instances in which advertisers have overdramatized the price regulation and the result was misleading, according to Wroe Alderson, chief of the unit. In these instances, he said, advertisers were instantly cooperative in keying copy to meet OPA specifications.

Outside Groups Assisting

Since it is difficult to work with individuals, Mr. Alderson pointed out, ideas and themes are being distributed through centralized organizations such as the NAB and the Advertising Council.

Business groups and advertising agencies have offered their services to the unit, and have been assigned to specific jobs wherever there is such a need. For example, there is a team in one of larger agencies currently engaged in the production of a booklet for the consumer-information program. Individual executives has been allowed by their organizations to carry out specific assignments.

Under the administrative order which created the unit [BROADCASTING, July 13], the Commercial Relations Branch was charged with informing the people of the "purpose, nature and extent of the Federal Price control, rent control and rationing programs and to secure accurate indication of consumers' responses." To date, according to Mr. Alderson, advertising groups and business alike have worked in close collaboration in carrying out the informational character of OPA programs.

Commercial Branch Staff

Assisting Mr. Alderson in the Commercial Branch are Russell Ziegler, formerly assistant sales manager of Cluett-Peabody, and Charles Cornell, formerly a management consultant. Other members of the staff are John Orr Young, co-founder of Young & Rubicam; Ed Swann, formerly an account executive of Lord & Thomas; and Harry Bishop, formerly with the publicity department of the Curtis Pub. Co.

Musical Ear

KEEN hearing of Leith Stevens, Hollywood musical director of the weekly NBC *Remarkable Miss Tuttle*, sponsored by Lever Bros. Co. (Rinso), may change entire setup of enemy plane detection in this country, according to scientific tests completed in Los Angeles for Aircraft Warning Service. Stevens, a volunteer enemy aircraft spotter, proved in the test to have auditory perception 30% higher than the ordinary person through years of listening to music. As a result musicians may be called to duty everywhere as watchers. Test showed that he can detect a specific number of planes in the air, their altitude and number of motors on each.

FRANK FENTON, for several years with the New York office of WLW, Cincinnati, has been ordered to report to Camp Upton, Long Island, July 27 for induction into the Army.

AIR EDITION of the *Chicago Sun* gets ready to roll under the direction of Clifton Utley (center, seated), surrounded by his newly appointed staff. The *Air Edition* will present 18 news broadcasts a day on WJWC, Chicago, starting July 20 from special studios at the *Sun*. Standing (l to r) are Arch Farmer, newswriter; Ranelda Ruck, secretary; Joe From, assistant editor; Mike Conner, announcer; Bill Costello, Rod Holmgren, newswriters-commentators; Dr. Albert Parry, director of research. Seated (l to r), Myron Wallace, announcer; Mr. Utley; Janet Chatten, newswriter, Bill Croker, newswriter. [See story on page 22.]

Done In Wood

TESTIMONY that Canadian listeners are solidly behind the conservation theme of the war effort is presented in one listener's request for a picture of the *Lone Ranger* being offered by CJCA, Edmonton, Alta. The writer, a lad from Rat Lake, Alta, stated he wished "to save paper for Johnny Canuck" and accordingly carved his letter on a piece of birch bark.

Little Is Appointed Manager of KTUC

APPOINTMENTS of Lee Little as general manager of KTUC, Tucson, Ariz., and of Wayne Sanders as program director, plus adoption of a new, aggressive, localized program policy have been announced by Ralph W. Bilby, president of the Tucson Broadcasting Co., operators of KTUC.

Mr. Little succeeds John C. Merino, who resigned recently to enter the Army Air Force and is now at Williams Field, Chandler, Ariz., for training, preparatory to a commission as a pilot instructor.

Mr. Little, a veteran broadcaster, went to Tucson from New York where he has been director of the CBS *Prof. Quiz* program since it started in 1936. He entered radio in 1929 as an announcer on KVOO, Tulsa, Okla. Four years later he joined CBS, handling announcing assignments in St. Louis, Washington and New York, then joining the CBS production department in New York.

Mr. Sanders, new program director, has been in radio since 1932, starting as announcer and pianist at WSOY, Decatur, Ill., moving to WJMS, Ironwood, Mich., and WING, Dayton. He was for four years program director of WWVA, Wheeling, W. Va., and since 1940 has been general program coordinator and pianist and announcer on the *Musical Steelmakers*.

Other additions to staff include A. A. Nichol, public relations and promotion manager, formerly for several years professor of botany and research specialist of U of Arizona.

Harold A. Safford, program director of WLS, Chicago, has returned to Chicago from Tucson where he supervised the reorganization of KTUC. Burridge D. Butler, president of WLS, is chairman of the board of KTUC. Glenn Snyder, manager of WLS, has been elected vice-president of KTUC, while George Cook, treasurer of WLS and KOY, Phoenix, has been elected a KTUC board member.

The Twin Port Cities of

DULUTH-SUPERIOR

BUY 46% MORE GENERAL MERCHANDISE *than* **JERSEY CITY!**

KDAL

Duluth, Minnesota

WGPC

"Spending Spot" COVERAGE *of one of Georgia's Richest Markets*

The Pioneer Station of Southwest Georgia

ALBANY GEORGIA

CBS 250W 1450KC

Represented by SPOT SALES Inc.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

$34,607,000.00

Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!

WIBW The Voice of Kansas in TOPEKA

WHO for Iowa Plus!

DES MOINES—50,000 WATTS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

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CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

AFM Suit

(*Continued from page 8*)

resentment among the parents of the several hundred students, who are writing their Congressmen and Senators demanding Congressional action. He said the broadcasts did not compete with or replace professional musicians. The union head countered with the statement that his "trouble is not with amateur musicians, but with NBC executives who ought to know that under the terms of the AFM contract they cannot use amateur talent without our permission."

United Youth for Victory sent telegrams July 12 to Mr. Arnold and FCC Chairman James Lawrence Fly protesting the action and asking for an investigation. It called the cancellation an attack upon all American youth. "We demand to have not only the reasons for their cancellation, but urge you to study the activities and practices of James C. Petrillo and the AFM," the telegram said.

Legal Angle

There has been considerable speculation in broadcast circles as to whether AFM had any legal right to order NBC not to broadcast the music camp concerts. While Petrillo was declared to be correct in stating that NBC has a closed shop agreement not to employ non-union musicians, it was pointed out that this is not a general agreement with the national union, but a series of local contracts negotiated by NBC for the stations operated by the network with the AFM locals in cities in which those stations are located.

Since Interlochen is not located within the jurisdiction of any of these specific locals, the industry consensus is that from a purely legal standpoint NBC might have proceeded without any consent from the AFM. In previous years, however, NBC has made a practice of discussing the matter with AFM officials and reaching an agreement before scheduling the music camp broadcasts.

While NBC officials have declined to discuss the controversy, it is believed that failure to consult the union about this year's series was due to a belief on the part of the program department that Sidney Strotz, who headed the department before his transfer to the Pacific Coast last spring, had reached a continued understanding with AFM which made further conversations on the subject unnecessary.

CAB Finds June Dip

NIGHTTIME listening for the month of June 1942 showed an index of 23.4 as compared to 24.4 a year ago, according to the monthly index of the Cooperative Analysis of Broadcasting. The June 1942 daytime index of radio listening was 13.6 as against 14.8 of a year ago.

PAPER SANDWICHES decorated the plate set before Dewey Dr... conductor of the *Early Risers' Club* of WSOC, Charlotte, by Sam Jus... (in robe), feature writer of the *Charlotte Observer*. Occasion was ... paying off a wager. Justice in his column had advocated a bike ri... to a resort 200 miles away and Drum took issue with the newspa... man's idea saying he would eat an edition of the *Observer* if Drum, h... self, could pedal the trip. Justice, in turn, said that he would eat ... transcription if he couldn't. Result: Dewey ate his own words, and ... words of the newspaperman's column between two slices of bread.

Picketing Petrillo

TO AROUSE public support in their efforts to win a revocation of the AFM ban on the Interlochen broadcasts, a score of the young members of United Youth for Victory picketed the Waldorf-Astoria, New York, residence of Mr. Petrillo, from one to two last Friday afternoon. The picketers distributed handbills to passers-by, urging them to write to Thurman Arnold and ask for an investigation of the Musicians Union and its leader or to write to William Green, AFL president, asking him to order Mr. Petrillo to allow the student musicians at Interlochen to be heard on the air.

Vandenberg Critical

MAKING PUBLIC a letter he had sent to FCC Chairman James Lawrence Fly, Sen. Vandenberg (R-Mich.), asked for an investigation of the "intolerable situation" created by James F. Petrillo in refusing to allow the National High School Orchestra at Interlochen [see page 9]to broadcast. "In the final analysis the radio belongs to the American people and their rights are primary", the Senator said in asserting that Petrillo had been quoted as saying that when amateurs worked it meant less work for professionals. Sen. Vandenberg added that he doubted Petrillo's attitude represented the viewpoint of the average member of AFM and declared that the incident created "a shallenge which the FCC should explore".

CALL for short stories to be used on the *News From Home* broadcasts sent to U. S. expeditionary forces in all parts of the world has been made by Leonard L. Levinson. Request was issued by Levinson upon accepting assignment to handle the Hollywood end of the program. He is working under direction of Nat Wolff, Hollywood liaison officer of the Office of War Information.

KWKW, PASADENA, TO START AUG.

RAPIDLY nearing completion its construction despite difficulties from priorities and maximum building expenditures, the new KWKW, Pasadena, Cal., announced last week that it hopes to go on the air about Aug. 1.

According to Marshall S. Neal, president, the new station will operate with 1,000 watts daytime on 1430 kc. and will be identified with all the cultural, civic and business activities of Pasadena as strictly a local institution.

Mr. Neal will manage the station, and the personnel includes Harry Cooper and Lee Regan, formerly account executives of KIEV, Glendale, Cal., as sales and commercial managers respectively. Cliff Snyder is account executive. Paul Spargo, formerly of KWIL, Albany, Ore., has been appointed chief engineer, with Earl Buchanan, formerly KGFJ, Los Angeles, technician as his assistant. Dwight Hauser, formerly of KMPC, Beverly Hills, has been appointed program director of KWKW, with Bob Garrett, chief announcer. Garrett was formerly program director and chief announcer of WCOV, Montgomery, Ala. Burritt Wheeler, formerly of KUIN, Grants Pass, Ore., is news commentator. Announcers include LaMont Johnson, formerly of KMPC; Hodgkin Bradclay and Toni Merrill, both new to radio. Mildred Ginter is bookkeeper and general secretary.

Studios have been set up in the Pasadena Athletic Club Building where the business offices have also been established, and latest RCA equipment installed.

KWKW was granted Aug. 1, 1941 to Southern California Broadcasting Co., headed by Mr. Neal, store owner, as 44% stockholder and includes 13 other stockholders [BROADCASTING, Sept. 1].

CALL letters of General Electric's commercial FM station at Schenectady have been changed from the experimental designation W2XOY to W85A. Station began its daily operation earlier this month.

ost-War Growth Seen by Hanson

id Progress to Come Says e-President of NBC

RINGENT conditions imposed radio during wartime operation result in a post-war period of se technical innovation and lopment, according to O. B. nson, NBC vice-president and f engineer, speaking informally what will happen to the radio stry when peace comes.

rawing a parallel from past exence, Mr. Hanson pointed out "we went into the last war h wireless telegraphy and came with wireless telephony—which ve radio broadcasting its start."

Knowledge Pooled

Prior to Pearl Harbor, radio had ny little-developed scientific projts going forward at normal peacene rates of progress, the NBC ecutive declared, adding that w while we are at war again norl working must be scrapped. Men pool ideas, experience and boratories, searching every bit of chnical knowledge for its possible e. As long as we are at war all is will be the exclusive property the armed forces; but when ace comes again all the ingenious vices, all the wealth of intense artime research and most of the n now busy in the nation's labatories will revert to civilian e."

Until then, Mr. Hanson pointed t, "the civilian will know little nothing of the immense treasres of research and development ing piled up in wartime. But if ey are in proportion to the vastss of science's application to war 1942, the forward surge of radio, ce the Nazi scourge has been ped out, should be almost beyond lculation."

NBC-Chicago Changes

ERSONNEL changes of NBCicago recently are: R. N. Neuer, cashier for 10 years, has ined the local and spot sales staff; F. Fredendall, audio facilities gineer of NBC-New York, has ansferred to Chicago as transmisn engineer, succeeding P. J. oore on leave for Army service; yron Golden, formerly continuity itor of WWJ, Detroit, has joined e continuity department, succeedg Jack Mitchell, on leave to write BC *Tent Show Tonight*.

ARY ASTOR, Hollywood m.c. of e weekly CBS *Hollywood Showcase*, onsored by Richard Hudnut Inc. osmetics), and a pilot, has taken ve of absence from that proam to serve with the Civil Air Pal in the Gulf of Mexico area. Edna st, film actress, is pinch-hitting for iss Astor.

Petrillo Asked by NAB to Reconsider In Best Interests of War and AFM

AFTER A FULL discussion of the music problem precipitated by the AFM edict banning production of transcriptions and records for public performance purposes, the NAB Board of Directors last Wednesday issued the following formal statement:

"Mr. James C. Petrillo, president of the American Federation of Musicians, has instructed all musicians who are members of his union to stop making phonograph records and other types of recordings after July 31. Mr. Petrillo's order will affect all Americans who listen to music, and it will have a very serious effect upon the broadcasting industry. The broadcasting industry does not employ musicians to make records, and the musicians it employs are engaged on union terms.

Want the Best

"As the result of a series of great inventions, Americans, wherever they live, have become accustomed to the best in entertainment. The radio, the moving picture and the phonograph bring the great artists to the smallest village as well as to our large centers of population. Mr. Petrillo's order amounts to a statement that only those people who live in large cities, and who can afford to see the great artists in person, are entitled to enjoy their performances.

"Hundreds of broadcasting stations are located far from the centers of population at which an ample supply of the best in musical talent is available. Even if these stations could afford to hire more musicians than they now do, the limited amount of talent which would be available to them could not compete for public favor with the great popular and classical orchestras. If Mr. Petrillo can make his order effective, hundreds of broadcasting stations, which are necessary in the public interest and for the national defense, will have their usefulness to the public greatly curtailed.

"Mr. Petrillo is mistaken if he thinks that his order will bring more employment to musicians. All that it means is that millions of people will hear less music. Even if Mr. Petrillo's theory were correct, his order, at this time, would be not only arbitrary and illegal, but unpatriotic.

"Music plays a vital part in war morale. This is no time to destroy the phonograph record and the electrical transcription which bring the best in music to the people of the United States. This is no time to have any part of the nation's manpower engaged in the performance of artificially-created tasks. This is no time to try to abolish one of the world's great inventions.

"Radio employs thousands of musicians. Millions of dollars are paid annually to musicians to make recordings. We call upon the members of Mr. Petrillo's union and on Mr. Petrillo himself, in the interests of the war effort and in the best interests of the American Federation of Musicians, to reconsider the course of action which has been proposed."

A CHECK for $3,600, proceeds from a novel salvage drive by WLS, Chicago, is presented by George Cook (center), WLS treasurer, to Dan Carmody (left), USO chairman of McLean County, Ill., while Arthur Page, station farm director, looks on. Charging scrap metal or rubber as admission to a recent *National Barn Dance* program which originated for the occasion at Bloomington, Ill., the station collected 53,000 pounds of rubber and 605,000 pounds of metal.

Experienced

NO REHEARSALS were needed when WWVA, Wheeling, W. Va., recreated an American court scene for its *Ohio Valley at Work* program. Judge William B. Casey, judge of the intermediate court; Charles Ihlenfeld, Ohio County prosecutor; Arbie Creighton, assistant clerk of courts; and Joe Niehous, court deputy, all played their own parts. Program was produced by George Skinner and contrasted American and Nazi court procedures.

Women Needed by Army

LT. COL. ALBERT T. WILSON, training director at Scott Field, Army Air Corps central radio post, declared last week that men and women were needed immediately as instructors at Scott Field and other Army bases. Women are being requested for the first time for positions paying from $1,600 to $2,600 per year.

No Raise in Postal Rates

DISCOURAGED by a report of Postmaster General Frank C. Walker that he could not prepare revised rates for second and third class mailing privileges before January, the House Ways & Means Committee last week voted to eliminate a provision in the new tax bill to make such mailing self-supporting. The proposal on third class mailing would have directly affected stations and advertisers since it applies to circulars and advertising matter.

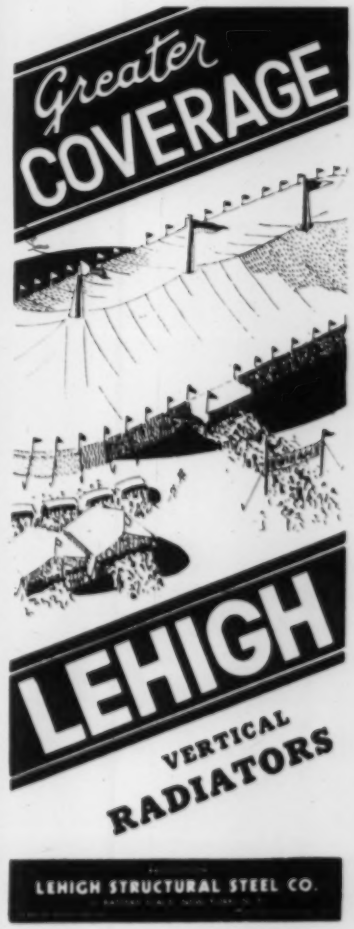
HAMMOND HEADS MANPOWER NEWS

COMING from New York headquarters of the Office of War Information, where he was Army service section chief in charge of shortwave broadcasts for armed forces overseas, Lawrence Hammond, 10-year-man in radio, has been placed in charge of radio for the information division of the War Manpower Commission. In his new position Mr. Hammond will direct WMC information for release through radio as well as direct radio policies of the commission, it is understood.

Mr. Hammond before entering Government work was producer of a number of network shows, including out-of-town pickups for the CBS *We the People* and NBC *Defense for America* series, and worked through BBDO and Ruthrauff & Ryan in producing Phillips Lord shows. A graduate of Cincinnati and Stanford U, Mr. Hammond also did post graduate work in Geneva.

Raymond Rubicam of Young & Rubicam, New York, is special assistant to Paul V. McNutt, WMC chief, in charge of public relations. Frederick William Wile Jr., of Y&R, is assistant director under Mr. Rubicam.

TO MEMBERS of its personnel now in the armed services, or holding government jobs, J. Walter Thompson Co., New York, is sending a mimeographed monthly news letter, containing personal items and stories of the agency's activities. The first issue appeared in June.



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Justice Dept. Ruling Clarifies Grant of Gratuitous License

FINIS was written to the ASCAP-BMI controversy over gratuitous performance rights licenses to stations by ASCAP writers, at least for the present, with the release last week of a letter from Assistant Attorney General Thurman Arnold which appeared to uphold ASCAP's contentions.

The letter, sent to Milton Diamond, recently retained by ASCAP as its counsel, followed conferences with Mr. Arnold and Holmes Baldridge, chief of the Anti-Trust Division's litigation section. BMI and NAB had protested ASCAP's refusal to allow its members to license gratuitously through BMI, on the ground that it violated the ASCAP consent decree.

No Third Party

Mr. Arnold advised ASCAP's attorney that the decree permits a member of ASCAP to issue a gratuitous license to a user, but added that the arrangement must be made between the member and user "without aid or inducement from any third party". ASCAP had alleged that BMI encouraged the gratuitous licensing in question.

Robert L. Murray, director of public relations of ASCAP, circulated the Arnold letter along with a covering release stating: "It is the determined policy of the Society to carry out the spirit as well as the letter of the consent decree as defined from time to time by the Dept. of Justice."

Following is the full text of Mr. Arnold's letter to Mr. Diamond, as released by ASCAP:

"This acknowledges receipt of your letter of July 2, 1942, with reference to difficulties existing between ASCAP and certain of its members in connection with 'gratuitous' licensing.

"The Dept.'s position in this matter was set out fully in letters to Mr. John G. Paine, general manager of ASCAP, dated May 16 and June 22, and to Mr. Herman Finkelstein, counsel, dated June 22. Your letter indicates that you are familiar wtih the contents of these prior communications and agree with the Government's construction of 'gratuitous' licensing by members, therein discussed.

"The decree permits a member of ASCAP to issue a 'gratuitous' license to a user. However, such arrangement must be made between the member and user without aid or inducement from any third party. Any attempt by BMI to induce an ASCAP member to issue such a license, by whatever means, would violate the express terms of the decree.

"It was not the purpose of the decree to enlarge the BMI catalog at the expense of ASCAP. The purpose was to foster competition between the two organizations for the benefit of users."

1942 Davis Entries

ANNOUNCEMENT has been made of the 1942 H. P. Davis National Memorial Announcers Awards competition for the best announcer on NBC as well as for the four best local announcers on NBC affiliate stations, entries to be submitted to Marjorie Stewart, director of the *Microphone Playhouse*, Pittsburgh, by Oct. 1. The contest was established in 1933 by Mrs. Davis in memory of her husband, Westinghouse official and pioneer radio man. The national winner receives a gold medal and $300, while the sectional winners are awarded engraved signet rings. Last year's national winner was Durward Kirby of WENR, NBC Chicago affiliate [BROADCASTING, Dec. 1, 1941].

RCA Aids Record Drive

WITH RCA-VICTOR Records' pledge of support, received last week by Records for Our Fighting Men Inc., the organization now has the cooperation of two major record companies in its drive to provide American forces with a continuous flow of newly-released recordings. Columbia Records has also pledged cooperation in the campaign, which got under way July 17 with the opening of a canvass for old phonograph records, which are to be sold for scrap — proceeds going towards the purchase of discs for service men throughout the world.

NBC Hollywood studio building has been renovated and redecorated, the interior as well as exterior receiving new paint.

COSMETIC OUTPUT IS CUT SLIGHTLY

MILD curtailments in the production of cosmetic and toilet preparations are the result of a War Production Board order issued July 16, which is regarded as a green light to advertising plans in that industry.

The new order reveals that from 75% to 80% of normal cosmetic and toilet production will be allowed to continue. Until now, due to uncertainty over restrictions, manufacturers have hesitated to pursue advertising plans on any major scale.

It is further revealed that the curtailment imposed is not so much attributed to lack of chemicals which go into cosmetics and toiletries, but rather to packaging and canning problems. In the latter respect, it is disclosed that sufficient containers are available for at least a year's supply.

O'Dea Manages WOV

RICHARD E. O'DEA, part owner with Arde Bulova, of WOV, New York, has temporarily taken over active supervision of the station's operations, assisted by Connie Porreca, office and traffic manager of WOV. No manager will be appointed until fall to replace Harry D. Henshel, who has been commissioned a major in the Army Air Force.

WEVD to Appe… Copyright Ruli…

Court Finds That Sustain… 'Performance for Profit'

SETTING a legal precedent … ing the broadcast of music wit… permission of the copyright ow… Judge Alfred C. Coxe, of the U… District Court, Southern Distric… New York, last week ruled … such use of copyright music b… station constitutes an infringe… of the owner's rights and is a "… lic performance for profit" … though the music may be prese… on a sustaining basis.

Judge Coxe granted a sum… judgment to Associated Music P… lishers, which in the fall of … had sued the Debs Memorial Ra… Fund, operator of WEVD, … York, and Harry Greenfield, … ager of the station. The suit … based on WEVD's broadcast o… sustaining program of a Colum… phonograph recording of a Spa… symphony.

No Difference

The defendants, in contesting … suit, claimed that WEVD is op… ated on a non-profit basis, that … composition was presented o… sustaining rather than a comm… cial program, and that it wa… recording, therefore not requir… the permission from the copyri… owner. In his ruling, Judge C… stated "there is no contention t… the (Debs) corporation is a pu… or charitable institution. Susta… ing programs are necessary in … business of broadcasting. E… though they bring in no di… revenue, they help to build up … tener appeal, and in that way p… vide an inducement to advertis… I do not think, therefore, that s… taining programs can be separa… from commercial programs in … termining whether a broadcast … for profit.

"The station (WEVD) is … ated in much the same way … commercial station," he contin… "and I can see no good reason … it should be shielded from … right infringement insofar as … taining programs are concerned."

The judge also ruled the … tion's contention that it was fr… use the composition because it … taken from a phonograph re… was "untenable", the Copyri… Act "affording protection aga… such use."

According to A. Walter Socol… attorney for WEVD, the judg… ruling is "inconsistent", and the … fendants will appeal the judgm… in the circuit court of appeals i… mediately, taking it to the highe… courts, if necessary. The unfa… able decision for his client, … Socolow stated, is "welcome", h… ever, as it offers an opportun… through the appeal, to clear the … in connection with the broadcasti… of copyrighted music by non-pro… stations, which number about 30… the United States.

WPB Seeks Shellac for Broadcasting

Further Curtailment of Supply Believed In Offing

ALTHOUGH further restrictions on shellac seem in the offing, War Production Board officials are trying to work out ways to provide minimum requirements of the broadcasting industry, among others, for direct recording discs, transcriptions and phonograph records.

At present, direct recording discs are available in sufficient quantity to care for the essential needs of the industry. In the future, it was learned, the WPB will likely be inclined to grant priority assistance to manufacturers if necessary.

Rating Procedure

Under the plans now being considered, recording studios would not have to file separate priority applications. Instead, distributors will file PD 1X forms. Based upon these applications, distributors may obtain ratings which in turn they will be able to extend to manufacturers. In this way it is hoped the manufacturer may replenish his requirements.

To a large degree, the transcription recod industry will continue to operate through reclamation of old and discarded materials. Without reclamation the future would not be at all bright, WPB advices indicate. Furthermore, WPB officials say that permission has been granted to companies to make use of "home" scrap copper and copper matrices, and in some cases such substitutes as iron may be used to replace copper entirely. However, the use of virgin copper is still dependent upon WPB permission.

Register & Tribune Syndicate.

"We Use This Instead of the Applause Sign!"

In the case of shellac, there is no doubt that top grades will soon be sharply diminished, informed sources indicate. Originally, the WPB [BROADCASTING, April 20], ordered a reduction of 70% of the 1941 supply figure and froze 50% of all inventories of shellac of 10,000 pounds or more and 50% of all future imports.

However, the supply of seedlac, a cheaper type of shellac, will not be cut sharply, it is said. At present, it seems likely that its supply will be eased off and still allowing for a sufficient amount to care for record needs.

Superficially, the expected reduction in shellac might be a cause for great concern but WPB officials claim that this shortage can now be minimized because substitutes are being used to some extent and "extenders" are being used to a greater extent to stretch the available quantity of shellac.

Phonograph Field

There is a distinction that the WPB has made among phonograph records which will likely mean a further decrease in the popular phonograph field. Under the machinery which results from Order M 154 issued June 27 by the WPB, phonograph records for educational use have been favored as a Class II use, whereas phonograph records of the popular and home recording type are considered a Class III use.

In the main, M 154 affects these two record types in their access to the use of coating substances such as ethyl cellulose, cellulose nitrate and cellulose acetate, as possible replacements for shellac. At present, it is said, the distinction is not great but it was admittedly possible this could reduce popular record production to a great extent.

EDWARD L. ROBINSON, formerly in the Schenectady publicity office of the General Electric Co., has been transferred to the company's New York office where he will handle publicity for the radio and television end of GE's electronics division.

VITAL POSITIONS IN RADIO DEFINED

THE BOARD of War Communications July 17 transmitted to the War Manpower Commission, Selective Service System and the U. S. Employment Service lists of critical occupations in communications and broadcasting for those agencies to define and determine their suitability for draft deferment and to remedy shortages of such skilled and technical personnel [see manpower story on page 12].

The lists had been compiled for the BWC by its numbered industry technical committees, including Domestic Broadcasting IV. The BWC in its transmittal of the ilsts, however, said it had made no determination as to which occupations should be subject to draft deferment nor had it been able to define the duties of all these occupations.

The BWC authorized the joint subcommittee of its industry and labor advisory committees, which have been studying the manpower situation, to deal direct with the WMC, SSS, and USES in assisting the latter agencies in their decisions. FCC attorney Sidney Spear was named liaison between the BWC and the three agencies.

William C. Neel Named WMAL News Director

WILLIAM C. NEEL has been appointed manager of news and special features of WMAL, BLUE affiliate in Washington, working under direction of G. W. Johnstone, director of news and special features of the BLUE, it was announced last week by Kenneth Berkeley, manager of WMAL and Washington representative of the BLUE.

Neel joined NBC in 1935 after several years in New York newspaper work and has been with the network since, except for a leave of absence in 1936 to work with the Democratic national committee, serving NBC in various capacities in its New York publicity department. About a year-an-a-half ago he was appointed NBC news and special events chief in Washington and has functioned in that capacity for both NBC and the BLUE since their separation early this year.

Corwin Series Titled

TITLE of the series to be presented by Norman Corwin, radio playwright and producer, on CBS from London in cooperation with BBC will be *An American in England* [BROADCASTING, July 13, 1942]. Series, which starts July 27, is scheduled for seven programs, written and directed by Corwin.

FORT INDUSTRY Co., licensee of WSPD, Toledo, celebrated the 15th anniversary of the station July 11 at a staff luncheon at the Toledo Club. Host was J. Harold Ryan, vice-president and general manager, who returned from Washington where he is assistant director of censorship in charge of radio.

NBC Hollywood feminine employes, as a patriotic duty and to cut budgets, are going stockingless. Money thus saved is being used to buy war stamps.

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National, regional and local advertisers all pay the same low rate on WDRC. It's one rate to everybody—a bargain for all! WDRC, Hartford, Basic CBS for Connecticut.

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Network Billings Reveal Gains Despite Wartime Restrictions

All Four National Chains Up for Six Months; Outlook for Autumn Is Still Uncertain

CONTRARY to a fairly general opinion in the radio industry that the four major networks have been hard hit by wartime restrictions and consequent cancellations of national business, billings for the first six months of 1942 on all national networks show a percentage increase, with Mutual reporting an increase as high as 80% over the first six-month period of 1941.

Gains for All

The BLUE, which started operations as a separate entity the first of this year under the difficult situation which faced all advertising after Pearl Harbor, is understood to show a 20% increase in billings, while NBC is about 10% ahead of its last year figures for the same period.

CBS also shows an increase in billings of about 5%. None of the latter three networks is releasing its billings figures on a regular basis, and these percentage increases must necessarily be estimated according to the overall picture from January to June, including advertisers' cancellations as well as placements of new business.

As reported in the May 15 BROADCASTING, most of the variety programs already on the networks in the spring were slated either to stay on the air through the summer or to take short summer vacations with substitute shows in their places until early fall.

Some advertisers affected by the war, whether from canning or packaging restrictions, or from transportation and manufacturing difficulties, had already cancelled their network shows at that time, and there have been few such cancellations during June and July.

Other sponsors, as in peacetime, discontinued their programs at the end of contracts in most cases, with full assurance of returning to the air this fall. And to counteract the loss of business, each network can list a group of new advertisers who are using radio for a specific product unaffected by the war or on an institutional basis.

Outlook for Fall

The fall outlook is more or less unpredictable, according to network spokesmen, although several national advertisers have already lined up time on various networks. Lever Bros. Co. has contracted with CBS for the Wednesday evening 9-10 p.m. period, as has Campbell Soup Co. for the Sunday evening 9-9:30 p.m. spot. Several other sponsors have indicated they plan fall shows, including Lady Esther Co., Chicago, and Colgate-Palmolive-Peet Co., Jersey City.

In the spot line, Luden's has already lined up its fall campaign for cough drops, while Vick Chemical Co. is considering a network show in addition to spot for Vapo-Rub and Vatro-Nol. Lever Bros. Co. for Swan Soap recently started a spot campaign which it plans to continue through December and the larger baking companies such as Continental Baking Co. and Ward Baking are continuing their spot contracts through the summer, contrary to custom.

War Copy Sent by FTC For Censorship Check

ALL ADVERTISING and editorial content on the air and in periodicals, if questionable, is now being sent to the Office of Censorship by the Radio & Periodical Division of the Federal Trade Commission.

The division continues to check all copy relating to price rises, rationing, priorities and substitution of materials to the Office of Price Administration. Routine checking is also done on advertising copy for false and misleading representations and a check is made to determine compliance with WPB orders relating to use and distribution of critical metals. The Economics Division of FTC, indirectly concerned with advertising, conducts surveys on which OPA can base price actions.

NBC Not Planning Rate Changes Soon; MBS Revising Volume Discount Plan

NBC HAS notified its clients and their advertising agencies that the network is not contemplating any general rate increase this year. Letter, written by Roy C. Witmer, vice-president in charge of Red Network sales, states that NBC is trying, however, "to work out a plan whereby all of our advertisers may, at comparatively small cost, broadcast their programs over every available NBC station."

Such a plan, if developed, would put NBC in line with the Blue Network, which recently announced a special package price to daytime advertisers taking the full network [BROADCASTING, May 25], and CBS, which on July 15 began allowing a new 15% discount to advertisers using all 115 CBS stations [BROADCASTING, June 15].

New MBS Card

MBS last week was also putting the finishing touches on a new rate card embodying a revision of the volume discount plan it introduced several years ago. New discount system, offering advertisers additional reductions if more than 100 stations are used, is expected to be announced this week, provided the plan is approved by the network's affiliates, to whom it was submitted following the MBS board meeting in Chicago July 2. If, as undoubtedly will be the case, the MBS plan receives the endorsement of its affiliates, it will go into effect Aug. 1.

Meanwhile, on July 15, when CBS put into effect its 15% discount for advertisers using its complete network, it reported that up to that time 181 1/6 station hours had been added to the CBS commercial schedule, to the benefit of 74 individual stations.

Two CBS affiliates, WMBS, Uniontown, Pa., and WBAB, Atlantic City, have gained 7 hours and 10 minutes weekly of network commercials; 10 stations have added 4 or more hours a week; 44 affiliates have gained 5 or more new program periods weekly.

Seven CBS advertisers, sponsoring 11 programs, have increased their station lists to full network strength since the announcement of the plan, in addition to Lever Brothers Co. and General Motors Corp., whose programs both started with full networks.

Complete list of the CBS [illegible] network sponsors and programs follows: American Tobacco [illegible] (Lucky Strikes), *Your Hit Parade*; Armstrong Cork Co. (rugs), *The Theatre of Today*; Coca-Cola [illegible] (beverage), *Pause That Refreshes on the Air*; General Motors Corp. (Chesterfields), *Cheers From the Camps*; Lever Brothers Co. (Swan soap), *Tommy Riggs & Betty Lou*; Liggett & Myers Tobacco [illegible] (Chesterfields), *Glenn Miller and His Orchestra*; Philip Morris & Co. (cigarettes), *Crime Doctor*, *Philip Morris Playhouse*; R. J. Reynolds Tobacco Co. (Camels), *Camel Caravan*, *Vaughn Monroe's Orchestra*; William Wrigley Jr. Co. (gum), *Melody Ranch*, *First Line*, *Bernie*.

Witmer Letter

The Witmer letter follows in full text:

"Recently we have been asked by some of our customers if we expect to raise our facilities rates in the near future, so I am taking the opportunity to tell you that aside from some minor adjustments in individual stations NBC does not contemplate any general rate increase during 1942.

"You may also be interested to know that because of the increasing importance of providing wartime radio service to the more isolated and remote sections of the country we are trying to work out a plan whereby all of our advertisers may, at comparatively small cost, broadcast their programs over every available NBC station, and with no penalty to those who do not wish to use the full service.

To Reach More Homes

"Of course, many of our advertisers are already sending their programs to these smaller communities, but we now hope to devise an equitable means of making it possible for virtually every American radio home, regardless of its location, to hear and be served by many more of these programs. When we are able to work out the details of this plan in a manner that seems satisfactory to all concerned, we will advise you immediately.

"Because of its possible effect on your fall and winter plans we thought it advisable to let you have this information without further delay."

Drawn for BROADCASTING by Sid Hix

"He's Boss of the Musicians Union . . . Even the Government's Scared of Him!"

Raleigh Back In U. S.

JOHN RALEIGH, CBS foreign correspondent formerly in Batavia, Dutch East Indies, last week landed in San Francisco from Australia after three years absence from the country and arrived in New York July 16.

WMC to Boost Power

WMC, NBC affiliate in Memphis, Aug. 1 plans to increase its night power from 1,000 to 5,000 watts. It will continue to operate on 790 kc with 5,00 watts daytime power.

"THE PRESENT SITUATION REQUIRES THAT ADVERTISING BE CONTINUED"

Says CARROLL L. WILSON,
Director of the Bureau of Foreign & Domestic Commerce,
U. S. DEPARTMENT OF COMMERCE.

"The present situation requires that personal selling effort, and advertising, be continued.

"Advertising, indeed, faces a great opportunity.

"It can and it should be used to convey to the public information which will dispel confusion among merchants and consumers.

"This confusion is inseparable from the War effort — but for the sake of maximum War effort it should be, insofar as possible, prevented. In this, advertising can be of invaluable assistance.

"Nor should brand names be eliminated during the War. We in the Department of Commerce are opposed to that.

"The American people have come to rely on the brand name as a standard of the quality it demands in a given product. We all know that a basic part of our whole economy and of our American standard of living, is the good-will of the consumer for the product. The brand name is the sign and the symbol of that good-will. In many instances the brand name represents an investment of millions of dollars — not only in advertising, but in research and in manufacturing and marketing methods."

★ To those whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station. ★

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION